

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lovefilm International Limited		11/02/2012	limited company: UNITED KINGDOM
RECEIVING PARTY DATA			
Name:	Amazon Technologies, Inc.		
Street Address:	P.O. BOX 8102		
Internal Address:	ATTN: TRADEMARKS		
City:	Reno		
State/Country:	NEVADA		
Postal Code:	89507		
Entity Type:	CORPORATION: NEVADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4036739	LOVEFILM	
Registration Number:	4051247	LOVEFILM	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	scoates@amazon.com, docket@amazon.com		
Correspondent Name:	Stephen Jadie Coates		
Address Line 1:	440 Terry Avenue North		
Address Line 4:	Seattle, WASHINGTON 98109		
ATTORNEY DOCKET NUMBER:	TMK141481-82		
NAME OF SUBMITTER:	Stephen Jadie Coates		
Signature:	/STEPHEN JADIE COATES/		
Date:	11/08/2012		
Total Attachments: 1 source=US Lovefilm Assignment#page1.tif			

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U.S.A.

TRADEMARK ASSIGNMENT

This trademark assignment ("Assignment") is made and entered into as of 2 November 2012, by and between Lovefilm International Limited, a U.K. limited company having a registered office at No. 9, 6 Portal Way, London W3 6RU, United Kingdom ("Assignor") and Amazon Technologies, Inc., a Nevada corporation having a registered office at P.O. Box 8102, Reno, Nevada 89507.

WHEREAS, Assignor is the owner of all right, title and interest in and to the following trademarks and trademark filings and all goodwill and common law rights associated therewith worldwide (the "Trademarks"):

MARK	APP/REG. NO.
LOVEFILM	4036739
LOVEFILM	4051247


WHEREAS, Assignor desires to assign to Assignee all of its right, title, and interest in and to the Trademarks, and Assignee desires to acquire all such right, title and interest.

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to the Trademarks, inclusive of all goodwill associated therewith.

Assignor acknowledges and agrees that it shall execute such documents, papers, forms and authorizations and take such other actions as may reasonably be necessary for securing, completing, or vesting in Assignee full right, title, and interest in and to the Trademarks.

IN WITNESS WHEREOF, each party has caused this Assignment to be executed as of the date first set forth above by its duly authorized representative.

LOVEFILM INTERNATIONAL LIMITED

By: 
Name: N J BUCKLE
Title: MD