

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
SideReel, Inc.		08/15/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	All Media Network, LLC		
Street Address:	38 Keyes Avenue, Suite 200		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94129		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85726602	CELEBIFIED	
CORRESPONDENCE DATA			
Fax Number:	6503911395		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	650-391-1380		
Email:	AHome@LRRLaw.com		
Correspondent Name:	Alexandra J. Horne		
Address Line 1:	2440 W. El Camino Real, 6th Floor		
Address Line 4:	Mountain View, CALIFORNIA 94040		
ATTORNEY DOCKET NUMBER:	CELEBIFIED		
NAME OF SUBMITTER:	Alexandra J. Horne		
Signature:	/Alexandra J. Horne/		
Date:	10/15/2013		

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Total Attachments: 6

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TRADEMARK AND DOMAIN NAME ASSIGNMENT

This TRADEMARK AND DOMAIN NAME ASSIGNMENT (this “Trademark and Domain Name Assignment”) made and entered into as of August 15, 2013, by and among those owners (each, an “Assignor”) of the Marks and Domain Names identified on Schedules 2.1(e) and 2.1(f), respectively, to that certain Asset Purchase Agreement dated as of July 26, 2013 by and between Rovi Corporation, a Delaware corporation, All Media Network, LLC (“Assignee”), and those certain other parties thereto (the “Purchase Agreement”). Assignor and Assignee are referred to individually as a “Party” and collectively as the “Parties”. All capitalized terms used in this Trademark and Domain Name Assignment but not otherwise defined herein shall have the meanings ascribed to them in the Purchase Agreement.

WHEREAS, pursuant to the Purchase Agreement, Assignors agreed to sell, convey, assign, transfer, and deliver to Assignee, and Assignee agreed to purchase and acquire from Assignor, all right, title and interest in and to certain Purchased Assets, including but not limited to trademarks and trademark rights listed on Exhibit A hereto, together with the goodwill of the business associated therewith (collectively, the “Marks”) and domain names listed on Exhibit B hereto (collectively, the “Domain Names”); and

WHEREAS, Assignee desires to acquire all of the Marks and the Domain Names.

NOW, THEREFORE, in consideration of the covenants and mutual agreements set forth in this Trademark and Domain Name Assignment and in the Purchase Agreement and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

1. Assignor hereby irrevocably sells, grants, conveys, assigns, and sets over to Assignee, its successors and assigns, without any reservation of rights, all of its right, title, and interest in and to the Marks in the world for all of the goods and/or services included in the relevant applications or registrations or in conjunction with which the Marks are used, together with the goodwill of the business associated with and symbolized by the Marks, and the right of the Assignee to bring actions, claim relief, and claim damages in respect of any infringement or other violation of rights with respect to any of the Marks throughout the world, together with the goodwill of the business associated therewith; including any and all common law rights, applications, and registrations for the Marks.

2. Assignor hereby irrevocably sells, grants, conveys, assigns, and sets over to Assignee, its successors and assigns, without any reservation of rights, all of its right, title, and interest in and to the Domain Names in the world.

3. Assignor agrees to execute and deliver at the reasonable request of Assignee, without demanding any further consideration, all papers, instruments, and assignments, and to perform other reasonable acts Assignee may reasonably request in order to vest all right, title, and interest in and to the Marks and Domain Names over to Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed reasonably necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

4. The terms and conditions of this Trademark and Domain Name Assignment will inure to the benefit of Assignee, its successors, assigns, and other legal representatives, and shall be binding upon Assignor, its successor, assigns, and other legal representatives.

[signature page follows]

IN WITNESS WHEREOF, the Parties have executed this Trademark and Domain Name Assignment as of the date first above written.

ASSIGNORS:

ROVI DATA SOLUTIONS, INC.

By: Stephen Yu
Name: Stephen Yu
Title: AUTHORIZED SIGNATORY

SIDEREEL, INC.

By: Stephen Yu
Name: Stephen Yu
Title: AUTHORIZED SIGNATORY

ROVI CORPORATION

By: Stephen Yu
Name: Stephen Yu
Title: AUTHORIZED SIGNATORY

**ROVI SOLUTIONS CORPORATION (FKA
MACROVISION CORPORATION)**

By: Stephen Yu
Name: Stephen Yu
Title: AUTHORIZED SIGNATORY

ASSIGNEE:

ALL MEDIA NETWORK, LLC

By: M. K. Ackrell
Name: M. K. Ackrell
Title: Manager

[Signature Page to Trademark and Domain Name Assignment]

EXHIBIT A TRADEMARKS

(Per Schedule 2.1(e) of Asset Purchase Agreement)

Country	Class	Status	Sub-status	Trademark Name	Appl. No.	Filing Date	Reg. No.	Reg. Date	Goods	Renewal Date	Owner
United States	16	Registered		ALL MUSIC GUIDE	75/296247	22-May-97	2206668	1-Dec-98	Class 16: SERIES OF GUIDE BOOKS TO RECORDED MUSIC	1-Dec-18	Rovi Data Solutions, Inc.
United States	41	Registered		ALLGAME	85/008941	7-Apr-10	3983764	28-Jun-11	Class 41: COMPUTER AND ENTERTAINMENT SERVICES, NAMELY, PROVIDING DATABASES CONTAINING INFORMATION REGARDING COMPUTER AND VIDEO GAMES	28-Jun-21	Rovi Data Solutions, Inc.
United States	41, 42	Registered		ALLGAME	85/008941	7-Apr-10	3983764	28-Jun-11		28-Jun-21	Rovi Data Solutions, Inc.
United States	41	Registered		ALLMOVIE	85/008943	7-Apr-10	2983765	28-Jun-11	Class 41: COMPUTER AND ENTERTAINMENT INFORMATION SERVICES, NAMELY, PROVIDING COMPUTER DATABASES FEATURING INFORMATION AND REVIEWS ABOUT MOTION PICTURE FILMS AND VIDEO RECORDINGS	28-Jun-21	Rovi Data Solutions, Inc.
United States	41, 42	Registered		ALLMOVIE	85/008943	7-Apr-10	3983765	28-Jun-11		28-Jun-21	Rovi Data Solutions, Inc.
United States	41	Registered		ALLMUSIC	85/008944	7-Apr-10	3983766	28-Jun-11	Class 41: COMPUTER AND ENTERTAINMENT INFORMATION SERVICES, NAMELY, PROVIDING DATABASES CONTAINING INFORMATION REGARDING PRE-RECORDED MUSIC	28-Jun-21	Rovi Data Solutions, Inc.
United States	41, 42	Registered		ALLMUSIC	85/008944	7-Apr-10	3983766	28-Jun-11		28-Jun-21	Rovi Data Solutions, Inc.
United States	42	Registered		ALL-MUSIC GUIDE	75/027675	4-Dec-95	2076960	8-Jul-97	Class 42: PROVIDING ACCESS TO AN INTERACTIVE COMPUTER DATABASE IN THE FIELD OF PRE-RECORDED MUSIC	8-Jul-17	Rovi Data Solutions, Inc.
United States	41	Registered		AMG ALL GAME GUIDE	76/239928	12-Apr-01	2770713	7-Oct-03		7-Oct-13	Rovi Data Solutions, Inc.
United States	42	Registered		AMG ALL-MOVIE GUIDE	75/296249	22-May-97	2174790	21-Jul-98	Class 42: COMPUTER INFORMATION SERVICES, NAMELY, PROVIDING ON-LINE COMPUTER DATABASES FEATURING INFORMATION AND REVIEWS ABOUT MOTION PICTURE FILMS AND VIDEO RECORDINGS	21-Jul-18	Rovi Data Solutions, Inc.
United States	42	Registered		AMG ALL-MOVIE GUIDE	75/296249	22-May-97	2174790	21-Jul-98		21-Jul-18	Rovi Data Solutions, Inc.
United States	41, 42, 45	Pending		CELEBIFIED	85/726,602	11-Sep-12			Class 41: ENTERTAINMENT SERVICES, NAMELY, PROVIDING A WEBSITE IN THE FIELD OF ENTERTAINMENT FEATURING INFORMATION, NEWS,		SideReel, Inc.

Country	Class	Status	Sub-status	Trademark Name	Appl. No.	Filing Date	Reg. No.	Reg. Date	Goods	Renewal Date	Owner
									GOSSIP, TRIVIA, REVIEWS, AND ENTERTAINMENT-RELATED VIDEOS ABOUT TELEVISION PROGRAMS, WEB PROGRAMS, MOTION PICTURE FILMS, VIDEO GAMES, VIDEO RECORDINGS, PRE-RECORDED MUSIC, ACTORS, MUSICIANS, DIRECTORS AND ARTISTS; ENTERTAINMENT SERVICES, NAMELY, PROVIDING DATABASES FEATURING INFORMATION ON ENTERTAINMENT MEDIA, DIGITAL GOODS, CONTENT, MATERIAL, AND GAMES. ALL IN THE NATURE OF TELEVISION PROGRAMS, WEB PROGRAMS, MOTION PICTURE FILMS, VIDEO GAMES, VIDEO RECORDINGS, PRE-RECORDED MUSIC, ACTORS, MUSICIANS, DIRECTORS AND ARTISTS. Class 42: COMPUTER SERVICES, NAMELY, PROVIDING CUSTOMIZED WEB PAGES FEATURING USER-DEFINED INFORMATION, PERSONAL PROFILES, AND ENTERTAINMENT-RELATED INFORMATION, AND PROVIDING SEARCH ENGINES FOR OBTAINING ENTERTAINMENT-RELATED DATA ON A GLOBAL COMPUTER NETWORK, CREATING INDEXES OF ENTERTAINMENT-RELATED INFORMATION; COMPUTER SERVICES, NAMELY, HOSTING AN ON-LINE WEB SITE FOR OTHERS TO VIEW ENTERTAINMENT-RELATED VIDEO CONTENT, TO FACILITATE ENTERTAINMENT-RELATED DISCUSSIONS, AND TO IDENTIFY DIGITAL GOODS, CONTENT AND MATERIAL. Class 45: PROVIDING A SOCIAL NETWORKING AND COMMUNITY NETWORKING WEBSITE FOR DISCUSSING TOPICS RELATED TO ENTERTAINMENT.		
US	41, 42, 45	Registered		SIDEREEL	77596390	20-Oct-08	3660353	28-Jul-09			Sidereel, Inc.
United States	42, 42, 45	Pending		SIDEREEL (and Design)	857710,557	22-Aug-12			Class 41: ENTERTAINMENT SERVICES, NAMELY, PROVIDING A WEBSITE IN THE FIELD OF ENTERTAINMENT FEATURING INFORMATION ABOUT TELEVISION SHOWS, WEB TELEVISION SHOWS, MOVIES, ACTORS, NEWS, REVIEWS, AND TRIVIA. Class 42: COMPUTER SERVICES, NAMELY, PROVIDING SEARCH ENGINES FOR OBTAINING ENTERTAINMENT-RELATED DATA ON A GLOBAL COMPUTER NETWORK, CREATING INDEXES OF ENTERTAINMENT-RELATED INFORMATION, HOSTING ON-LINE WEB SITE FOR OTHERS TO FACILITATE ENTERTAINMENT-RELATED DISCUSSIONS, AND PROVIDING CUSTOMIZED WEB PAGES FEATURING USER-DEFINED INFORMATION, PERSONAL PROFILES AND ENTERTAINMENT-RELATED INFORMATION. Class 45: PROVIDING A SOCIAL NETWORKING AND COMMUNITY NETWORKING WEBSITE FOR DISCUSSING TOPICS RELATED TO ENTERTAINMENT.		SideReel, Inc.

EXHIBIT B

[REDACTED]