

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM316760

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
BBY SOLUTIONS, INC.		07/28/2014	CORPORATION: MINNESOTA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Reliance Majestic Holdings, LLC		
<b>Street Address:</b>	Suite 700 1100 Glendon Avenue		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90024		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2832243	CINEMANOW	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7604544673		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	8583445905		
<b>Email:</b>	pollie@gandalegal.com		
<b>Correspondent Name:</b>	Polie Gautsch		
<b>Address Line 1:</b>	2033 San Elijo #201		
<b>Address Line 4:</b>	Cardiff, CALIFORNIA 92007		
<b>NAME OF SUBMITTER:</b>	Pollie Gautsch		
<b>SIGNATURE:</b>	/polliegautsch/		
<b>DATE SIGNED:</b>	09/11/2014		
<b>Total Attachments: 5</b>			
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OP \$40.00 2832243

## INTELLECTUAL PROPERTY ASSIGNMENT

This Intellectual Property Assignment (this “**Assignment**”), dated July 18, 2014, is from BBY Solutions, Inc., a Minnesota corporation (collectively “**Assignor**”), to and for the benefit of Reliance Majestic Holdings LLC, a Delaware limited liability company (“**Assignee**”).

**WHEREAS**, Assignor has adopted and used and is the owner of the trademarks set forth on Schedule A hereto (the “**Marks**”), together with the goodwill of the business in connection with which the Marks have been used (the “**Goodwill**”), and the Trademark Registration(s) for the Mark(s) set forth on Schedule A (the “**Registration(s)**”); and

**WHEREAS**, Assignor is the owner of the internet domain names (“**Domain Names**”) set forth in Schedule B; and

**WHEREAS**, Assignor and Assignee, along with Best Buy Stores, L.P., a Virginia limited partnership and affiliate of Assignor, have entered into that certain Assignment Agreement, dated as of even date herewith (the “**Agreement**”); and

**WHEREAS**, the Agreement contemplates, among other things, that Assignor shall sell to Assignee, and Assignee shall buy from Assignor, the Marks set forth on Schedule A hereto, together with the Goodwill and Registrations and the Domain Names set forth on Schedule B.

**NOW THEREFORE**, in consideration of the mutual agreements contained in the Agreement and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignment of Marks, Goodwill and Registrations. Assignor hereby transfers and assigns to Assignee all of Assignor’s right, title and interest in and to the Marks, Goodwill and Registrations.
2. Assignment of Domain Names. Assignor hereby transfers and assigns to Assignee all of Assignor’s right, title and interest in and to the Domain Names and any registration thereof.
3. Rights under Agreement; Conflicts. The rights and remedies of each party to the Agreement granted thereunder will not be deemed to be enlarged, modified or altered in any way by such execution and acceptance of this instrument. To the extent the terms and provisions of this Assignment conflict with the Agreement, the terms and provisions of the Agreement shall govern.
4. Governing Law. THE DOMESTIC LAW, WITHOUT REGARD TO CONFLICTS OF LAWS PRINCIPLES, OF THE STATE OF DELAWARE WILL GOVERN ALL QUESTIONS CONCERNING THE CONSTRUCTION, VALIDITY AND INTERPRETATION OF THIS AGREEMENT AND THE PERFORMACNE OF THE OBLIGATIONS IMPOSED BY THIS AGREEMENT.
5. Capitalized Terms. Capitalized terms used but not defined herein shall have the meanings ascribed to them in the Agreement.
6. Further Assurances. Assignor agrees to (a) furnish upon request to Assignee such information (b) execute and deliver to Assignee such other documents, and (c) do such other acts and things, all as the other party may reasonably request for the purpose of effectuating the intent of this

Assignment and any documents executed pursuant hereto or in connection herewith or of complying with any applicable Laws.

*[Remainder of page left intentionally blank; signature page follows.]*

IN WITNESS WHEREOF, the Assignor has caused this Assignment to be duly executed on the date first written above.

BBY SOLUTIONS, INC.

By: 

Name: Todd G. Hartman

Title: SVP, Deputy General Counsel and  
Assistant Secretary

RELIANCE MAJESTIC HOLDINGS, LLC

By: 

Name: Asatur Karapetyan

Title: Authorized Signatory

*[Signature Page to Intellectual Property Assignment]*

TRADEMARK  
REEL: 005363 FRAME: 0726

**Schedule A**

**Trademark Registrations**

<b>Mark</b>	<b>Country</b>	<b>Registration No.</b>	<b>Registration Date</b>
CINEMANOW	Australia	823934	11/15/2000
CINEMANOW	China	8959610	12/28/2011
CINEMANOW	China	8959613	2/28/2012
CINEMA NOW	CTM	001503861	7/28/2003
CINEMANOW	Mexico	1230288	7/28/2011
CINEMANOW	Mexico	1233353	8/17/2011
CINEMANOW	Mexico	1209013	3/28/2011
CINEMANOW	Mexico	1263451	1/27/2012
CINEMANOW	Turkey	2010/79499	11/7/2012
CINEMANOW	United States	2832243	4/13/2004

**Schedule B**

**Domain Name Registrations**

accesscinemanow.ca  
cinemanow.co  
cinemanow.tv  
cinemanow.us  
cinemanowcanada.ca  
cinemanowmovies.com  
enjoycinemanow.ca  
entercinemanow.ca  
getcinemanow.ca  
getintocinemanow.ca  
watchcinemanow.ca