

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
The Treadstone Group, Inc.		02/21/2012	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Redbox Automated Retail, LLC		
Street Address:	One Tower Lane		
City:	Oakbrook Terrace		
State/Country:	ILLINOIS		
Postal Code:	60181		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2861302	WHERE FUN LIVES	
CORRESPONDENCE DATA			
Fax Number:	3129800728		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312-269-8000		
Email:	mhall@ngelaw.com		
Correspondent Name:	James P. Muraff		
Address Line 1:	Two North LaSalle Street, Suite 1700		
Address Line 4:	Chicago, ILLINOIS 60602		
ATTORNEY DOCKET NUMBER:	19638.7142		
NAME OF SUBMITTER:	James P. Muraff		
Signature:	/James P. Muraff/		

CH \$40.00 2861302

Date:

01/19/2013

Total Attachments: 2

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EXHIBIT B

TRADEMARK ASSIGNMENT

WHEREAS, The Treadstone Group, Inc. (N.C.), a North Carolina Corporation with its principal place of business at 388 N. Hwy. 16, Suite B, Denver, North Carolina ("Assignor") owns the marks identified in Exhibit I (the "Assigned Mark"); and

WHEREAS, Redbox Automated Retail, LLC, a Delaware Limited Liability Company having a place of business in Oakbrook Terrace, Illinois ("Assignee"), is desirous of acquiring all right, title and interest in and to the Assigned Mark and registration thereof; and

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all worldwide right, title and interest in and to the Assigned Mark, and registrations or applications for the Assigned Mark, including but not limited to the right to pursue legal actions against third parties for past infringement of Assignor's rights in the Assigned Mark and related damages, together with the goodwill of Assignor's business connected with the use of and symbolized by the Assigned Mark, and all rights corresponding thereto throughout the world, effective as of the last signature date identified below.

ASSIGNOR

The Treadstone Group, Inc. (N.C.)

By: Ross D. Bulla

Name: ROSS D. BULLA

Title: PRESIDENT

Dated: 2/21/12

ASSIGNEE

Redbox Automated Retail, LLC

By: Frederick W. Stein

Name: Frederick W. Stein

Title: General Counsel

Dated: 3/2/12

EXHIBIT 1

TRADEMARK APPLICATION/REGISTRATION

Mark	Registration No.	Registration Date	Class	Status	Country
WHERE FUN LIVES	2,861,302	July 6, 2004	12	Registered	U.S.