

5/20/04

05-25-2004



Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

AMERICAN SATELLITE AND VIDEO, INC.

- Individual(s) Association General Partnership Limited Partnership Corporation-State OF FLORIDA Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: 5/17/04

2. Name and address of receiving party(ies)

Name: BLOCKBUSTER INC.

Internal Address:

Street Address: 1201 ELM STREET

City: DALLAS State: TX Zip: 75270

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State OF DELAWARE Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 2485098

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: SIDELLE ILLION

Internal Address: BLOCKBUSTER INC.

Street Address: 1201 ELM STREET

City: DALLAS State: TX Zip: 75270

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41): \$40.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

02-2833

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9. Signature.

SIDELLE ILLION Name of Person Signing

Signature

5/19/04 Date

Total number of pages including cover sheet, attachments, and document: 3

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

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TRADEMARK REEL: 002972 FRAME: 0655

ASSIGNMENT OF TRADEMARK

THIS ASSIGNMENT OF TRADEMARK (this "Assignment") is made effective as of the 17th day of May, 2004, by American Satellite and Video, Inc., a Florida corporation ("Assignor"), and Blockbuster Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor has adopted, used, is using and is the owner of the trademark **RHINO VIDEO GAMES & Design, Reg. No. 2485098** (the "Mark"), for retail store services and on-line retail store services via a global computer network featuring new and used electronic, computer and video games, and game systems.

WHEREAS, Assignee is desirous of acquiring the Mark.

NOW, THEREFORE, for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns to Assignee all rights, title and interest in and to the Mark, including all said registrations and any and all related trade names, together with the goodwill of the business symbolized by the Mark, including registrations thereof.

EXECUTED to be effective as of the day and year first set forth above.

ASSIGNOR:

AMERICAN SATELLITE AND VIDEO,
INC.

By: 

Name: Michael A. Valco

Title: President