

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Trademark Registration		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Movielink, LLC		03/28/2008	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Blockbuster Inc.		
Street Address:	1201 Elm Street		
Internal Address:	Law Department		
City:	Dallas		
State/Country:	TEXAS		
Postal Code:	75270		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2867637	MOVIELINK	
Registration Number:	2778608	M	
Registration Number:	2877725	MOVIES IN MINUTES	
CORRESPONDENCE DATA			
Fax Number:	(214)854-3271		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	214-854-3489		
Email:	sidelle.illion@blockbuster.com		
Correspondent Name:	Blockbuster Inc.		
Address Line 1:	1201 Elm Street		
Address Line 2:	Law Department		
Address Line 4:	Dallas, TEXAS 75270		
ATTORNEY DOCKET NUMBER:	ML		

CH \$90.00 2867637

NAME OF SUBMITTER:	Mitzi L. Brown
Signature:	/mitzilbrown/
Date:	04/17/2008
Total Attachments: 6 source=_0417144003_001#page1.tif source=_0417144003_001#page2.tif source=_0417144003_001#page3.tif source=_0417144003_001#page4.tif source=_0417144003_001#page5.tif source=_0417144003_001#page6.tif	

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this "Agreement") is made this 6th day of March, 2008 between Movielink, LLC, a Delaware limited liability company, with an address at 2120 Colorado Avenue, 4th Floor, Santa Monica, CA 90404 ("Assignor"), and Blockbuster Inc., a Delaware corporation, with an address at 1201 Elm Street, Dallas, TX 75230 ("Assignee").

Assignor is the owner of the applications and registrations of the marks shown in the attached Schedule A (the "Trademarks");

Assignor has conveyed to Assignee all of Assignor's right, title and interest in and to the Trademarks and the goodwill associated therewith; and


Assignee wishes to acquire all of Assignor's right, title and interest in and to the Trademarks and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration and the sum of Five Dollars (\$5), the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, and conveys unto Assignee all of its rights, title and interest in and to the Trademarks, whether statutory or at common law, including all applications and registrations thereof, together with the goodwill of the business symbolized by the Trademarks, and the right to sue for, collect and retain all damages and profits and all other remedies for past infringements thereof.


Assignor hereby grants to Assignee a specific power of attorney and authority to act on behalf of and in the name of Assignor to execute all documents and to perform all acts that are necessary to perfect and record the assignment of the Trademarks.

IN WITNESS WHEREOF, the parties hereto have entered into and signed this Agreement as of the date first above written.

MOVIELINK, LLC

By: 
Name: Mary Bell
Title: SVP, Finance & Accounting,
Corp. Treasurer & Asst. Secretary

BLOCKBUSTER INC.

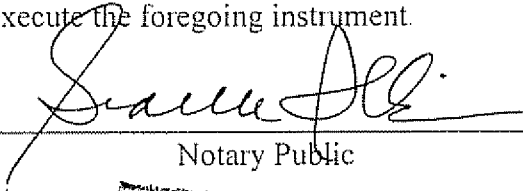
By: 
Name: Eric H. Peterson
Title: EVP, General Counsel & Secretary

NOTARIAL ACKNOWLEDGEMENT

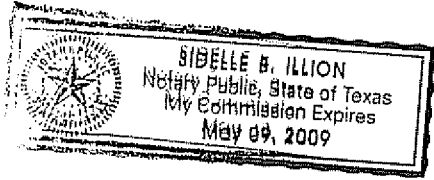
STATE OF TEXAS)
) ss.:
COUNTY OF DALLAS)

On the 6th day of March, 2008, before me personally came **Eric H. Peterson**, to me known, who being by me duly sworn, did depose and say that he is EVP, General Counsel and Secretary of Blockbuster Inc., the corporation described in and which executed the foregoing instrument; and that he signed his name with authority to execute the foregoing instrument.

[Notarial Seal]



Notary Public

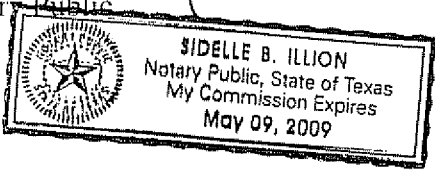


NOTARIAL ACKNOWLEDGEMENT

STATE OF TEXAS)
) ss. :
COUNTY OF DALLAS)

On the 04 day of March, 2008, before me personally came Mary Bell to me known, who being by me duly sworn, did depose and say that she is SVP, Finance & Accounting, Corp. Treasurer & Asst. Secretary of Movielink, LLC, the limited liability company described in and which executed the foregoing instrument; and that he signed his name with authority to execute the foregoing instrument.

[Notarial Seal]

Sidelle B. Illion
Notary Public


SCHEDULE A

<u>COUNTRY</u>	<u>MARK</u>	<u>APPLN. NO.</u>	<u>APPLN. DATE</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>STATUS</u>
Canada	MOVIELINK	1133108	3/11/2002	TMA657707	1/31/2006	REGISTERED
<i>Reg. Owner</i>	Movielink, LLC					

AUDIO AND VIDEO RECORDINGS FEATURING MOTION PICTURES, MOTION PICTURE TRAILERS, MUSIC, AND MUSIC VIDEOS AND VIDEO GAME PROGRAMS, ALL DOWNLOADABLE FROM A GLOBAL COMPUTER NETWORK:

AUDIO AND VIDEO STREAMING SERVICES; ELECTRONIC TRANSMISSION OF AUDIO AND VISUAL CONTENT IN THE NATURE OF MOTION PICTURES, MOTION PICTURE TRAILERS, MUSIC, MUSIC VIDEOS AND VIDEO GAMES VIA A GLOBAL COMPUTER NETWORK

China (People's Republic Of)	MOVIE LINK	3117526	3/18/2002	3117526	10/7/2003	REGISTERED
<i>Reg. Owner</i>	Movielink, LLC					

9: AUDIO AND VIDEO RECORDINGS FEATURING MOTION PICTURES, MOTION PICTURE TRAILERS, MUSIC, AND MUSIC VIDEOS AND VIDEO GAME PROGRAMS, ALL DOWNLOADABLE FROM A GLOBAL COMPUTER NETWORK

European Union	MOVIELINK & M Design	003848876	5/24/2004	003848876	5/24/2004	REGISTERED
<i>Reg. Owner</i>	Movielink, LLC					

9: AUDIO AND VIDEO RECORDINGS FEATURING MOTION PICTURES, MOTION PICTURE TRAILERS, MUSIC, AND MUSIC VIDEOS AND VIDEO GAME PROGRAMS, ALL DOWNLOADABLE FROM A GLOBAL COMPUTER NETWORK

16: PAPER, CARDBOARD AND GOODS MADE FROM THESE MATERIALS, NOT INCLUDED IN OTHER CLASSES; PRINTED MATTER, BOOKBINDING MATERIAL; PHOTOGRAPHS; STATIONERY; ADHESIVES FOR STATIONERY OR HOUSEHOLD PURPOSES; ARTISTS' MATERIALS; PAINT BRUSHES; INSTRUCTIONAL AND TEACHING MATERIAL (EXCEPT APPARATUS); PLASTIC MATERIALS FOR PACKAGING (NOT INCLUDED IN OTHER CLASSES)

38: AUDIO AND VIDEO STREAMING SERVICES; ELECTRONIC TRANSMISSION OF AUDIO AND VISUAL CONTENT IN THE NATURE OF MOTION PICTURES, MOTION PICTURE TRAILERS, MUSIC, MUSIC VIDEOS AND VIDEO GAMES VIA A GLOBAL COMPUTER NETWORK

India	MOVIELINK	1087260	3/14/2002	1087260	12/3/2005	REGISTERED
<i>Reg. Owner</i>	Movielink, LLC					

9: AUDIO AND VIDEO RECORDINGS FEATURING MOTION PICTURES, MOTION PICTURE TRAILERS, MUSIC, AND MUSIC VIDEOS AND VIDEO GAME PROGRAMS, ALL DOWNLOADABLE FROM A GLOBAL COMPUTER NETWORK

Indonesia	MOVIE LINK	04654-04710	4/11/2002	533638	4/11/2002	REGISTERED
<i>Reg. Owner</i>	Movielink, LLC					

9: AUDIO AND VIDEO RECORDINGS FEATURING MOTION PICTURES, MOTION PICTURE TRAILERS, MUSIC, AND MUSIC VIDEOS AND VIDEO GAME PROGRAMS, ALL DOWNLOADABLE FROM A GLOBAL COMPUTER NETWORK

Indonesia	MOVIE LINK	04655-04711	4/11/2002	536169	4/11/2002	REGISTERED
<i>Reg. Owner</i>	Movielink, LLC					

38: AUDIO AND VIDEO STREAMING SERVICES; ELECTRONIC TRANSMISSION OF AUDIO AND VISUAL CONTENT IN THE NATURE OF MOTION PICTURES, MOTION PICTURE TRAILERS, MUSIC, MUSIC VIDEOS AND VIDEO GAMES VIA A GLOBAL COMPUTER NETWORK

SCHEDULE A

<u>COUNTRY</u>	<u>MARK</u>	<u>APPLN. NO.</u>	<u>APPLN. DATE</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>STATUS</u>
Japan	MOVIE LINK	2002-21183	3/19/2002			FILED
<i>Rec. Owner</i>	Movielink, LLC					

9: MAGNETIC TAPES, MAGNETIC DISKS, CD-ROMS, ELECTRONIC CIRCUITS, AND OTHER RECORDING MEDIUMS FEATURING MOTION PICTURES, MOTION PICTURE TRAILERS, MUSIC, AND MUSIC VIDEOS AND VIDEO GAME PROGRAMS, ALL DOWNLOADABLE FROM A GLOBAL COMPUTER NETWORK. VISUAL AND AUDIO CONTENTS THAT ARE DOWNLOADABLE VIA A GLOBAL COMPUTER NETWORK. OF MOTION PICTURES, MOTION PICTURE TRAILERS, MUSIC, AND MUSIC VIDEOS, ADDITIONAL DATA OF VIDEO GAME PROGRAMS THAT ARE DOWNLOADABLE VIA A GLOBAL COMPUTER NETWORK

38: TRANSMISSION OF AUDIO AND VIDEO CONTENT VIA A COMPUTER COMMUNICATION NETWORK

41: PROVIDING VISUAL AND AUDIO CONTENT IN THE NATURE OF MOTION PICTURES, MOTION PICTURE TRAILERS, MUSIC, AND MUSIC VIDEOS AND VIDEO GAMES VIA A GLOBAL COMPUTER NETWORK, AND PROVIDING VISUAL AND AUDIO CONTENT IN THE NATURE OF VIDEO GAMES VIA A GLOBAL COMPUTER NETWORK

Mexico	MOVIE LINK	539385	3/14/2002	888454		REGISTERED
<i>Rec. Owner</i>	Movielink, LLC					

38: AUDIO AND VIDEO STREAMING SERVICES; ELECTRONIC TRANSMISSION OF AUDIO AND VISUAL CONTENT IN THE NATURE OF MOTION PICTURES, MOTION PICTURE TRAILERS, MUSIC, MUSIC VIDEOS AND VIDEO GAMES VIA A GLOBAL COMPUTER NETWORK

Mexico	MOVIE LINK	539384	3/14/2002	757706	7/31/2002	REGISTERED
<i>Rec. Owner</i>	Movielink, LLC					

9: AUDIO AND VIDEO RECORDINGS FEATURING MOTION PICTURES, MOTION PICTURE TRAILERS, MUSIC, AND MUSIC VIDEOS AND VIDEO GAME PROGRAMS, ALL DOWNLOADABLE FROM A GLOBAL COMPUTER NETWORK

South Africa	MOVIE LINK	2002/3368	3/11/2002	200203368	11/1/2006	REGISTERED
<i>Rec. Owner</i>	Movielink, LLC					

9: AUDIO AND VIDEO RECORDINGS FEATURING MOTION PICTURES, MOTION PICTURE TRAILERS, MUSIC, AND MUSIC VIDEOS AND VIDEO GAME PROGRAMS, ALL DOWNLOADABLE FROM A GLOBAL COMPUTER NETWORK

South Africa	MOVIE LINK	2002/3369	3/11/2002	2002/003369	11/1/2006	REGISTERED
<i>Rec. Owner</i>	Movielink, LLC					

38: AUDIO AND VIDEO STREAMING SERVICES; ELECTRONIC TRANSMISSION OF AUDIO AND VISUAL CONTENT IN THE NATURE OF MOTION PICTURES, MOTION PICTURE TRAILERS, MUSIC, MUSIC VIDEOS AND VIDEO GAMES VIA A GLOBAL COMPUTER NETWORK

United States	MOVIES IN MINUTES	78/309121	10/3/2003	2877725	8/24/2004	REGISTERED
<i>Rec. Owner</i>	Movielink, LLC					

9: AUDIO AND VIDEO RECORDINGS FEATURING MOTION PICTURES, MOTION PICTURE TRAILERS, MUSIC, AND MUSIC VIDEOS AND VIDEO GAME PROGRAMS, ALL DOWNLOADABLE FROM A GLOBAL COMPUTER NETWORK

38: AUDIO AND VIDEO STREAMING SERVICES, NAMELY, STREAMING AUDIO AND VIDEO CONTENT VIA INTERNET; ELECTRONIC TRANSMISSION OF AUDIO AND VISUAL CONTENT IN THE NATURE OF MOTION PICTURES, MOTION PICTURE TRAILERS, MUSIC, MUSIC VIDEOS AND VIDEO GAMES VIA A GLOBAL COMPUTER NETWORK

SCHEDULE A

<u>COUNTRY</u>	<u>MARK</u>	<u>APPL. NO.</u>	<u>APPL. DATE</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>STATUS</u>
United States	MOVIELINK	76/976663	9/17/2001	2867637	7/27/2004	REGISTERED
<i>Rec. Owner</i>	Movielink, LLC					

9: AUDIO AND VIDEO RECORDINGS FEATURING MOTION PICTURES, MOTION PICTURE TRAILERS, MUSIC ALL DOWNLOADABLE FROM THE INTERNET

38: AUDIO AND VIDEO STREAMING SERVICES; ELECTRONIC TRANSMISSION OF AUDIO AND VISUAL CONTENT IN THE NATURE OF MOTION PICTURES, MOTION PICTURE TRAILERS, AND MUSIC VIA A GLOBAL COMPUTER NETWORK

United States	M DESIGN (Movielink)	76/975825	6/7/2002	2778608	10/28/2003	REGISTERED
<i>Rec. Owner</i>	Movielink, LLC					

9: AUDIO AND VIDEO RECORDINGS FEATURING MOTION PICTURES, MOTION PICTURE TRAILERS, AND MUSIC ALL DOWNLOADABLE FROM THE INTERNET

38: AUDIO AND VIDEO STREAMING SERVICES; ELECTRONIC TRANSMISSION OF AUDIO AND VISUAL CONTENT IN THE NATURE OF MOTION PICTURES, MOTION PICTURE TRAILERS, MUSIC VIA A GLOBAL COMPUTER NETWORK

Venezuela	MOVIE LINK	3943-2002	3/15/2002			FILED
<i>Rec. Owner</i>	Movielink, LLC					

38: AUDIO AND VIDEO STREAMING SERVICES; ELECTRONIC TRANSMISSION OF AUDIO AND VISUAL CONTENT IN THE NATURE OF MOTION PICTURES, MOTION PICTURE TRAILERS, MUSIC, MUSIC VIDEOS AND VIDEO GAMES VIA A GLOBAL COMPUTER NETWORK

Venezuela	MOVIE LINK	3942-2002	3/15/2002	246553	8/22/2003	REGISTERED
<i>Rec. Owner</i>	Movielink, LLC					

9: AUDIO AND VIDEO RECORDINGS FEATURING MOTION PICTURES, MOTION PICTURE TRAILERS, MUSIC, AND MUSIC VIDEOS AND VIDEO GAME PROGRAMS, ALL DOWNLOADABLE FROM A GLOBAL COMPUTER NETWORK