

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>		NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>		Verified Statement Correcting Effective Date of Assignment of Reg. No. 1,873,269	
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Viacom, Inc.		07/02/2001	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Blockbuster Video Holding Company		
<b>Street Address:</b>	One Blockbuster Plaza		
<b>City:</b>	Ft. Lauderdale		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33301		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1873269	BLOCKBUSTER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)575-0671		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
<b>Phone:</b>	(212) 790-9200		
<b>Email:</b>	trademark@cll.com		
<b>Correspondent Name:</b>	Bailla H. Celedonia		
<b>Address Line 1:</b>	1133 Avenue of the Americas		
<b>Address Line 2:</b>	Cowan, Liebowitz & Latman, P.C.		
<b>Address Line 4:</b>	New York, NEW YORK 10036-0671		
<b>ATTORNEY DOCKET NUMBER:</b>	27780; BHC; KLR		
<b>NAME OF SUBMITTER:</b>	Bailla H. Celedonia		
<b>Signature:</b>	/Bailla H. Celedonia/		

OP \$40.00 1873269

**900165887**

**TRADEMARK  
 REEL: 004234 FRAME: 0297**

Date:

06/30/2010

**Total Attachments: 12**

source=Blockbuster Verified Stmt (2)#page1.tif

source=Blockbuster Ex. A & b#page1.tif

source=Blockbuster Ex. A & b#page2.tif

source=Blockbuster Ex. A & b#page3.tif

source=Blockbuster Ex. A & b#page4.tif

source=Blockbuster Ex. A & b#page5.tif

source=Blockbuster Ex. A & b#page6.tif

source=Blockbuster Ex. A & b#page7.tif

source=Blockbuster Ex. A & b#page8.tif

source=Blockbuster Ex. A & b#page9.tif

source=Blockbuster Ex. A & b#page10.tif

source=Blockbuster Ex. A & b#page11.tif

Verified Statement of Transfer of Legal Title to Trademark Reg. No. 1,873,269

I, Rod McDonald, am the Vice President, Secretary & General Counsel of Blockbuster Inc., current owner by assignment of Reg. No. 1,873,269 for the mark BLOCKBUSTER.

1. I make this verified statement under penalty of perjury under 18 U.S.C. §1001 after review of various company records and based on my knowledge of company history.
2. As of February 14, 1995, Viacom, Inc. ("Viacom"), a Delaware corporation, assigned to Blockbuster Video Holding Company ("BVHC"), a Delaware corporation, *inter alia*, all trademarks it owned which consisted of or contained the term BLOCKBUSTER (the "BLOCKBUSTER Marks"), whether registered or at common law.
3. In order to record the assignment of the registrations and pending applications for the BLOCKBUSTER Marks as well as other marks assigned at the same time, Viacom executed an assignment dated February 14, 1995. A copy of said assignment was filed on the same date in the USPTO. A true and correct copy of said assignment and the Recordation Form Cover Sheet is recorded at Reel and Frame No. 1328/0029; and is attached to this Verified Statement as Exhibit A.
4. Registration No. 1,873,269 for the mark BLOCKBUSTER (the "Registration in Issue"), was inadvertently omitted from the schedule to said assignment.
5. In order to correct the apparent break in the chain of title at the time that Blockbuster Inc. filed a §§8 and 15 declaration for the Registration in Issue, Viacom executed a confirmatory assignment dated July 2, 2001 (the "Confirmatory Assignment"). A copy of said Confirmatory assignment was filed with the USPTO on July 2, 2001. A true and correct copy of said Assignment and the Recordation Form Cover Sheet is attached to this Verified Statement as Exhibit B. The USPTO accepted the Confirmatory Assignment as correcting the break in the chain of title.
6. In order to avoid any uncertainty as to the effective date of the assignment of the Registration in Issue, I make this Verified Statement confirming that the valid transfer of legal title from Viacom, Inc. to BVHC of the Registration in Issue took place on February 14, 1995 the date of the assignment attached as Exhibit A, and not on July 20, 2001, the date the Confirmatory Assignment attached as Exhibit B was signed.

Dated: June 30, 2010

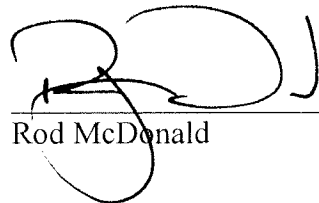
  
\_\_\_\_\_  
Rod McDonald

Exhibit  
A

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

Tab settings

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

1. Name of conveying party(ies):

Viacom Inc. 1515 Broadway New York, NY 10036

- Individual(s), General Partnership, Corporation-State of Delaware, Other

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

3. Nature of conveyance:

- Assignment, Security Agreement, Other, Merger, Change of Name

Execution Date: 09/29/94

2. Name and address of receiving party(ies)

Name: Blockbuster Video Holding Company

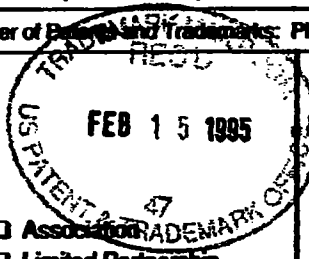
Internal Address: N/A

Street Address: 200 South Andrews Avenue

Pt. Lauderdale State: FL ZIP: 33301

- 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



RECEIVED TRADEMARKS FEB 13 28 PM '95

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

A. Trademark Application No.(s) Schedule B:

B. Trademark Registration No.(s) Schedule A

Additional numbers attached? Yes No

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

Name: Sidelle Brauzer

Internal Address: Blockbuster Entertainment Inc.,

Street Address: 200 South Andrews Avenue

170... Ft. Lauderdale State: FL ZIP: 33301

6. Total number of applications and registrations involved:

LO8

7. Total fee (37 CFR 3.41) \$ 2730

Enclosed Fee OK

Authorized to be charged to deposit account if additional fees are required

8. Deposit account number:

074-08833

DO NOT USE THIS SPACE

9. Statement and signature:

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Thomas W. Hawkins Name of Person Signing

Signature of Thomas W. Hawkins

89192269

2/14/95 Date

Total number of pages including cover sheet, attachments, and document: 7



SCHEDULE "A"

February 13, 1995

BLOCKBUSTER ENTERTAINMENT INC.  
UNITED STATES TRADEMARK REGISTRATIONS

PAGE 1

MARK	REG. NO.	GRANT DATE	CLASS	FILE
BLOCKBUSTER	1,131,418	02/26/80	28	0222
MAJOR VIDEO	1,398,911	06/24/86	41, 42	0055
BLOCKBUSTER VIDEO & Design	1,413,706	10/14/86	41	0030
BLOCKBUSTER VIDEO	1,424,341	01/06/87	41	0026
CHARTBUSTERS	1,471,718	01/05/88	41	0040
LE-BAD CINEMA	1,471,719	01/05/88	41	0053
BLOCKBUSTER	1,491,589	06/07/88	41	0006
APPLAUSE VIDEO	1,498,061	07/26/88	41, 42	0138
WOJI WHAT A DIFFERENCE	1,540,956	05/23/89	41	0105
BLOCK-BUSTERS	1,542,484	06/06/89	16	0220
STOPPER & Design	1,545,726	06/27/89	41	0088
REMIND & Design	1,545,727	06/27/89	41	0080
SLO-MO & Design	1,545,728	06/27/89	41	0085
PLAYER & Design	1,545,729	06/27/89	41	0067
BLOCKBUSTER VIDEO & Design (U/COLOR)	1,545,730	06/27/89	41	0034
PORTA-PLAYER	1,553,293	08/22/89	41	0070
BLOCKBUSTER KIDS	1,575,714	01/02/90	42	0016
PAUSE & Design	1,578,172	01/16/90	41, 42	0065
BELIEVE IN US MUSIC + PLUS & Design	1,578,373	01/16/90	42	0261
MUSIC PLUS & Design	1,580,778	01/30/90	42	0238
QUIK DROP	1,591,360	04/10/90	41, 42	0075
BLOCKBUSTER VIDEO MAGAZINE	1,591,999	04/17/90	16	0037
BLAZING FLIPPERS	1,596,869	05/15/90		0227
WOJI WHAT A DIFFERENCE	1,600,084	06/05/90	42	0106
CHARTBUSTERS	1,600,087	06/05/90	42	0041
YOUTH RESTRICTED VIEWING	1,600,094	06/05/90	41, 42	0109
BLOCKBUSTER KIDS	1,601,492	06/12/90	41	0015
BLOCKBUSTER VIDEO & Design	1,601,597	06/12/90	42	0032

TRADEMARK

REEL 1328 FRAME 031

Prepared by Manager, Trademark Administration

**BLOCKBUSTER ENTERTAINMENT INC.  
UNITED STATES TRADEMARK REGISTRATIONS**

MARK	REG. NO.	GRANT DATE	CLASS	FILE
BLOCKBUSTER	1,601,598	06/12/90	42	0008
SLO-NO & Design	1,601,604	06/12/90	42	0086
BLOCKBUSTER VIDEO	1,603,163	06/19/90	42	0028
LE-BAD CINEMA	1,605,133	07/03/90	42	0054
PLAYER & Design	1,605,145	07/03/90	42	0068
REWIND & Design	1,605,146	07/03/90	42	0081
AMERICA'S FAMILY VIDEO STORE	1,606,783	07/17/90	41, 42	0001
TICKET DESIGN (BLUE)	1,607,738	07/24/90	41, 42	0092
TICKET DESIGN (YELLOW)	1,607,739	07/24/90	41, 42	0093
YOUTH RESTRICTED VIEWING & Design (17-Plus)	1,611,593	08/28/90	41, 42	0110
STOPPER & Design	1,614,418	09/18/90	42	0089
TICKET DESIGN (BLACK & WHITE)	1,618,072	10/16/90	41	0094
TICKET DESIGN (BLACK & WHITE)	1,623,086	11/13/90	42	0095
BLOCKBUSTER VIDEO & Design (W/COLOR)	1,630,441	01/01/91	42	0036
BLOCKBUSTER KIDS & Design	1,637,878	03/12/91	41	0018
BLOCKBUSTER KIDS & Design	1,652,678	07/30/91	42	0020
BLOCKBUSTER BOWL & Design (FOOTBALL DESIGN)	1,662,457	10/29/91	16	0002
KIDPRINT	1,667,226	12/03/91	42	0101
THE GIFT OF ENTERTAINMENT	1,675,006	02/11/92	16	0090
BLOCKBUSTER VIDEO & Design (MERCH)	1,683,794	04/21/92	18	0125
BLOCKBUSTER VIDEO (MERCHANDISE)	1,684,399	04/28/92	14	0113
BLOCKBUSTER VIDEO (MERCHANDISE)	1,684,470	04/28/92	20	0116
BLOCKBUSTER VIDEO & Design (MERCH)	1,684,471	04/28/92	20	0126
BLOCKBUSTER VIDEO (MERCHANDISE)	1,685,330	05/15/92	18	0115
BLOCKBUSTER VIDEO & Design (MERCH)	1,685,425	05/15/92	25	0129
BLOCKBUSTER KIDS RECOMMENDED & Design	1,689,648	05/16/92	41	0022
BLOCKBUSTER KIDS RECOMMENDED & Design	1,689,651	05/16/92	42	0024

REEL 1328 FRAME 032  
 TRADEMARK



February 13, 1995

**BLOCKBUSTER ENTERTAINMENT INC.  
UNITED STATES TRADEMARK REGISTRATIONS**

PAGE 3

<b>MARK</b>	<b>REG. NO.</b>	<b>GRANT DATE</b>	<b>CLASS</b>	<b>FILE</b>
BLOCKBUSTER VIDEO & Design (MERCH)	1,690,094	06/02/92	14	0123
BLOCKBUSTER VIDEO (MERCHANDISE)	1,710,127	08/25/92	25	0119
SHOW US YOUR CARDS AMERICA	1,714,271	09/08/92	41	0004
BLOCKBUSTER VIDEO (MERCHANDISE)	1,717,466	09/22/92	6	0111
BLOCKBUSTER VIDEO (MERCHANDISE)	1,718,241	09/22/92	24	0118
BLOCKBUSTER VIDEO & Design (MERCH)	1,718,334	09/22/92	28	0130
BLOCKBUSTER VIDEO & Design (MERCH)	1,720,341	09/29/92	21	0127
BLOCKBUSTER VIDEO (MERCHANDISE)	1,720,448	09/29/92	28	0120
BLOCKBUSTER VIDEO & Design (MERCH)	1,721,375	10/06/92	6	0121
BLOCKBUSTER VIDEO & Design (MERCH)	1,721,846	10/16/92	16	0124
BLOCKBUSTER VIDEO & Design (MERCH)	1,722,027	10/06/92	24	0128
BLOCKBUSTER VIDEO (MERCHANDISE)	1,723,840	10/13/92	21	0117
PROFILE OF CHILD (KIDPRINT)	1,774,470	10/13/92	42	0135
BLOCKBUSTER VIDEO (MERCHANDISE)	1,736,470	12/01/92	16	0114
BLOCKBUSTER (POPCORN)	1,738,553	12/08/92	31	0005
VIDEO-X-TRON	1,741,771	12/22/92	41	0100
BLOCKBUSTER	1,771,243	05/18/93	9	0141
BLOCKBUSTER COMMUNITY SERVICE FREE USE & Design	1,776,812	06/15/93	41	0025
KIDS RECOMMENDED VIEWING	1,782,296	07/13/93	41	0050
BLOCKBUSTER	1,802,394	11/02/93	42	0009
BLOCKBUSTER VIDEO (Yellow Letter/Blue Back)	1,806,588	11/23/93	42	0153
BLOCKBUSTER VIDEO INTERNATIONAL & Design	1,809,500	12/07/93	35	0033
BLOCKBUSTER BOAL & Design	1,818,576	01/25/94	41	0012
BLOCKBUSTER	1,821,789	02/15/94	41	0142
BLOCKBUSTER GOLF & GAMES & Design	1,830,640	04/11/94	41	0160
BLOCKBUSTER GOLF & GAMES & Design	1,831,705	04/11/94	42	0141
MAKE IT A BLOCKBUSTER NIGHT	1,852,673	09/01/94	41	0142

TRADEMARK

REEL 1328 FRAME 033

Prepared by Manager, Trademark Administration

February 13, 1995

BLOCKBUSTER ENTERTAINMENT INC.  
UNITED STATES TRADEMARK REGISTRATIONS

PAGE 4

MARK	REG. NO.	GRANT DATE	CLASS	FILE
BLOCKBUSTER PAVILION	1,853,918	09/13/94	42	0166
BLOCKBUSTER PAVILION	1,854,919	09/20/94	41	0165
BLOCKBUSTER ENTERTAINMENT GUIDE	1,856,021	09/27/94	41	0170
BLOCKBUSTER ENTERTAINMENT	1,857,982	10/11/94	41	0181
SOUNDOFF	1,858,069	10/11/94	42	0186
BUTTONS	1,858,070	10/11/94	42	0185
BLOCKBUSTER ENTERTAINMENT & Design	1,858,954	10/18/94	41	0182

TRADEMARK

REEL 328 FRAME 034

2/13/95

**BLOCKBUSTER ENTERTAINMENT INC.  
UNITED STATES TRADEMARK APPLICATIONS  
SCHEDULE "B"**

Page 1

<u>MARK</u>	<u>SERIAL NO.</u>	<u>DATE FILED</u>
BLOCKBUSTER	74/064,894	
CLOCKBUSTERS	74/363,747	3/2/93
BLOCKBUSTER ENTERTAINMENT & Design	74/388,192	5/10/93
BLOCKBUSTER ENTERTAINMENT & Design	74/388,193	5/10/93
BLOCKBUSTER GOLF & GAMES & Design	74/411,008	7/12/93
MARQUEE	74/426,589	8/20/93
BLOCKBUSTER VIDEO & Design	74/444,622	10/6/93
BLOCKBUSTER	74/452,130	10/25/93
BLOCKBUSTER	74/471,836	12/17/93
BLOCKBUSTER VIDEO & Design	74/471,847	12/17/93
BLOCKBUSTER MUSIC & Design	74/471,848	12/17/93
BLOCKBUSTER VIDEO & Design	74/483,721	1/28/94
BLOCKBUSTER VIDEO & Design	74/483,722	1/28/94
DRIVE-IN	74/503,934	3/17/94
EXPLORER DECK	74/534,331	6/7/94

TRADEMARK

REEL 1328 FRAME 035

FEB 15 95

PATENT AND TRADEMARK  
OFFICE

15

Exhibit  
B

RECORDATION FORM COVER SHEET  
**TRADEMARKS ONLY**

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):

Viacom Inc.

- Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation-State of Delaware  
 Other \_\_\_\_\_

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

2. Name and address of receiving party(ies)

Name: BLOCKBUSTER Video Holding Corporation

Internal \_\_\_\_\_  
Address: \_\_\_\_\_

Street Address: 1201 Elm Street

City: Dallas State: TX Zip: 75270

- Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State 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

3. Nature of conveyance:

- Assignment                               Merger  
 Security Agreement                       Change of Name  
 Other \_\_\_\_\_

Execution Date: \_\_\_\_\_

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)  
1,873,269

Additional number(s) attached  Yes  No

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

Name: Sidelle Illion

Blockbuster Inc.

Internal Address: \_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

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

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Sidelle Illion  
Name of Person Signing

Sidelle Illion  
Signature

July 2, 2001  
Date

Total number of pages including cover sheet, attachments, and document: 2

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

**ASSIGNMENT OF TRADEMARKS**

**WHEREAS, VIACOM INC.**, a Delaware corporation with its principal place of business located at 1515 Broadway, New York, New York 10036 ("Assignor") has adopted, used, is using, and is the owner of the following federal trademark registration in the United States Patent and Trademark Office:

**MARK**  
**BLOCKBUSTER**

**REGISTRATION NO.**  
**1873269**

**WHEREAS, BLOCKBUSTER VIDEO HOLDING CORPORATION**, a Delaware corporation, with its principal place of business formerly located at One Blockbuster Plaza, Ft. Lauderdale, FL 33301, ("Assignee") is desirous of acquiring said registered trademarks.

**NOW, THEREFORE**, for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged **VIACOM INC** hereby assigns to **BLOCKBUSTER VIDEO HOLDING CORPORATION** all rights, title, and interest in and to the said trademarks, together with the goodwill of the business symbolized by said trademarks and registrations thereof.

Signed this 22 day of July 2001.

**VIACOM INC.**

By:   
Name: Michelona Hallie  
Title: Assistant Secretary