

04-12-2001



FORM PTO-1618A  
Expires 06/30/99  
OMB 0651-0027

101661171

U.S. Department of Commerce  
Patent and Trademark Office  
**TRADEMARK**

3.23.01

### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

DAF 2

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

#### Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID #
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
Reel #  Frame #

#### Conveyance Type

- Assignment
- License
- Security Agreement
- Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year
- Merger
- Change of Name
- Other

#### Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

76003191

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association

Other

Citizenship/State of Incorporation/Organization

#### Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

- Individual
- General Partnership
- Limited Partnership

- Corporation
- Association

Other

Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

04/11/2001 GTON11 00000110 76003191

FOR OFFICE USE ONLY

Refund Ref:  
04/11/2001 GTON11 0000103877

01 FC:481 40.00 OP  
02 FC:482 550.00 OP

CHECK Refund Total: \$330.00

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

**TRADEMARK**  
REEL: 002269 FRAME: 0001

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name Shannon T. Vale

Address (line 1) Fulbright & Jaworski

Address (line 2) Suite 2400

Address (line 3) 600 Congress Avenue

Address (line 4) Austin, Texas 78701

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment: Enclosed  Deposit Account

Deposit Account  
(Enter for payment by deposit account or if additional fees can be charged to the account.)

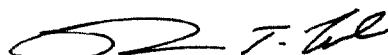
Deposit Account Number: #

Authorization to charge additional fees: Yes  No

**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. Charges to deposit account are authorized, as indicated herein.

Shannon T. Vale



3/20/01

Name of Person Signing

Signature

Date Signed

RECORDATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY

**Conveying Party**

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship State of Incorporation/Organization

**Receiving Party**

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

Individual  General Partnership  Limited Partnership

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached (Designation must be a separate document from the Assignment.)

Corporation  Association

Other

Citizenship/State of Incorporation/Organization

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

**Trademark Application Number(s)**

**Registration Number(s)**

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NUNC PRO TUNC

TRADEMARK ASSIGNMENT

WHEREAS, HOLLYWOOD ENTERTAINMENT CORPORATION, an Oregon corporation having a mailing address of 9275 Peyton Lane, Wilsonville, Oregon 97070-9645, has adopted and is using the marks listed in the attached Exhibit A.

WHEREAS, HOLLYWOOD MANAGEMENT COMPANY, an Oregon corporation having a mailing address of 9275 Peyton Lane, Wilsonville, Oregon 97070-9645, desires to acquire any rights and goodwill associated with the marks;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, HOLLYWOOD ENTERTAINMENT CORPORATION does hereby assign, effective as of September 30, 2000, unto HOLLYWOOD MANAGEMENT COMPANY all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark and the above-identified registration of said mark.

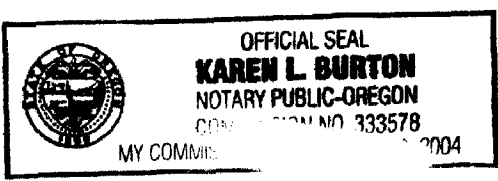
HOLLYWOOD ENTERTAINMENT CORPORATION

By: [Signature]  
Name: DONALD J. EKMAN  
Title: EVP - Legal Affairs

Date: 3-6-01

STATE OF OREGON §  
§  
COUNTY OF CLACKAMAS §

Before me, the undersigned authority, on this 6<sup>th</sup> day of March, 2001, personally appeared Donald J. Ekman, known to me to be the person whose name is subscribed to the foregoing instruments and acknowledged to me that (he/she) is authorized to execute the same on behalf of the identified corporation and that (he/she) executed the same on behalf of the corporation for the purposes and consideration therein expressed.



[Signature]  
Notary Public, State of Oregon  
Name Printed: Karen L. Burton

My Commission Expires: 4-12-04

**EXHIBIT A****U.S. MARKS**

<b>Mark</b>	<b>Status</b>	<b>Reg. or App. No.</b>	<b>Reg. or Filing Date</b>
BRING HOLLYWOOD HOME FOR THE HOLIDAYS	Pending	76/003,191	03/17/00
GO HOLLYWOOD FOR THE HOLIDAYS	Pending	76/003,192	03/17/00
HOLLYWOOD ENTERTAINMENT and Design	Registered	2,191,673	09/29/98
HOLLYWOOD VIDEO and Design	Registered	2,191,674	09/29/98
VIDEO WATCH	Registered	1,614,357	09/18/90
HOLLYWOOD VIDEO SUPERSTORE	Registered	1,814,123	12/28/93
DIFFERENT-BUT YOU'LL GET USED TO IT	Registered	1,818,212	01/25/94
HOLLYWOOD VIDEO	Registered	1,848,749	08/09/94
HOLLYWOOD ENTERTAINMENT	Registered	1,935,822	11/14/95
WANT ENTERTAINMENT? GO TO HOLLYWOOD!	Registered	2,046,045	03/18/97
HOLLYWOOD VIDEO and Vertical Design	Registered	2,117,639	12/02/97
HOLLYWOOD GAMES	Pending	75/643,662	02/19/99
HOLLYWOOD VIDEO & GAMES	Registered	2,387,202	09/19/00
HOLLYWOOD GAMES and Design	Pending	75/726,514	06/10/99
WELCOME TO HOLLYWOOD	Pending	75/752,175	07/14/99
HOLLYWOOD VIDEO Cassette Design	Pending	76/110,216	08/15/00
MOVIE ANATOMY	Pending	75/755,887	07/20/99
MOVIE MATCHES	Pending	75/485,798	05/15/98
MOVIEMAP	Registered	2,293,593	03/27/98
REEL	Registered	2,263,412	10/23/96
THE ANATOMY OF A MOVIE	Registered	2,412,735	12/12/00
REEL.COM & Design	Pending	75/564,576	10/05/98
HOLLYWOOD CONFIDENTIAL	Pending	75/914,083	02/08/00