

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Wachovia Bank, National Association		03/08/2007	National Banking Association:

RECEIVING PARTY DATA

Name:	Hollywood Management Company
Also Known As:	AKA n/k/a Hollywood Entertainment Corporation
Street Address:	900 West Main Street
City:	Dothan
State/Country:	ALABAMA
Postal Code:	36301
Entity Type:	COMPANY: OREGON

PROPERTY NUMBERS Total: 46

Property Type	Number	Word Mark
Registration Number:	2807642	BRING HOLLYWOOD HOME FOR THE HOLIDAYS
Registration Number:	2911790	GAME CAGE
Registration Number:	2916984	GAME CAGE
Registration Number:	2178864	GAME CRAZY
Registration Number:	2839733	GAME CRAZY X
Registration Number:	2511988	GIVE THE GIFT OF HOLLYWOOD VIDEO
Registration Number:	2793461	GO HOLLYWOOD FOR THE HOLIDAYS
Registration Number:	2913965	HOLLYWOOD ACCESS PASS
Registration Number:	1935822	HOLLYWOOD ENTERTAINMENT
Registration Number:	2191673	HOLLYWOOD ENTERTAINMENT
Registration Number:	2456663	HOLLYWOOD GAMES
Registration Number:	2511500	HOLLYWOOD GAMES
Registration Number:	2745647	HOLLYWOOD SATELLITE TV

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Registration Number:	1848749	HOLLYWOOD VIDEO
Registration Number:	2387202	HOLLYWOOD VIDEO & GAMES
Registration Number:	2191674	HOLLYWOOD VIDEO
Registration Number:	2117639	HOLLYWOOD VIDEO
Registration Number:	2664074	HOLLYWOOD VIDEO CELEBRITY STATUS
Registration Number:	1814123	HOLLYWOOD VIDEO SUPERSTORE
Registration Number:	2808905	HOLLYWOODVIDEO.COM
Registration Number:	2894030	MOVIE ANATOMY
Registration Number:	2413252	MOVIE MATCHES
Registration Number:	2293593	MOVIEMAP
Registration Number:	2263412	REEL
Registration Number:	2719664	REEL.COM
Registration Number:	2429143	REEL.COM
Registration Number:	2782153	WELCOME TO HOLLYWOOD
Registration Number:	2835677	WELCOME TO HOLLYWOOD
Serial Number:	76491326	GAMECRAZY
Serial Number:	76484306	GAMECRAZY X
Serial Number:	78548151	HOLLYWOOD ON DEMAND
Serial Number:	78300397	HOLLYWOOD VIDEO ACCESS PASS
Serial Number:	78122971	HOLLYWOOD VIDEO
Serial Number:	78350110	REEL.COM
Serial Number:	78119754	WE ARE HOLLYWOOD. WE ARE ENTERTAINMENT.
Serial Number:	78497243	ASYLUM
Serial Number:	78497231	
Serial Number:	78499326	G C
Serial Number:	78499329	GAME CRAZY
Serial Number:	78506396	MOVIE VALUE PASS MVP
Serial Number:	78517619	MOVIE VALUE PASS MVP
Serial Number:	78506383	MVP
Serial Number:	78517608	MVP
Serial Number:	78516879	WE UNDERSTAND.
Serial Number:	78610912	GAME VAULT
Registration Number:	2544383	HOLLYWOOD

CORRESPONDENCE DATA

TRADEMARK
REEL: 003498 FRAME: 0293

Fax Number: (404)881-7777
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 404-881-7000
Email: barbara.yates@alston.com
Correspondent Name: Pamela K. Lina, Esq.
Address Line 1: 1201 W. Peachtree Street
Address Line 2: c/o Alston & Bird LLP
Address Line 4: Atlanta, GEORGIA 30309-3424

ATTORNEY DOCKET NUMBER:	295873
NAME OF SUBMITTER:	Pamela K. Lina
Signature:	/Pamela K. Lina/
Date:	03/13/2007

Total Attachments: 4

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RELEASE OF TRADEMARK SECURITY INTEREST

This RELEASE is made as of March 8, 2007, by WACHOVIA BANK, NATIONAL ASSOCIATION (“the Secured Party”),

WITNESSETH:

WHEREAS, Secured Party and Hollywood Management Company, n/k/a Hollywood Entertainment Corporation (“Hollywood Entertainment”), were parties to that certain Trademark Security Agreement, dated as of April 27, 2005 (the “*Security Agreement*”), pursuant to which Hollywood Entertainment granted a security interest to Secured Party in the Trademark Collateral as defined in the Security Agreement, which includes but is not limited to trademark registrations and applications set forth on Exhibit A attached hereto and made a part hereof, and the goodwill associated therewith, (those trademark registrations and applications listed on Exhibit A are collectively referred to as the “*Trademarks*” for the purposes of this document); and

WHEREAS, Secured Party recorded a security interest in said Trademarks with the Assignment Division of the United States Patent and Trademark Office on May 4, 2005 at Reel 003077, Frame 0831.

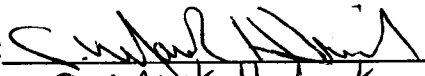
NOW THEREFORE, in consideration for the premises and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. Secured Party hereby releases its security interest in the Trademarks originally granted to Secured Party pursuant to the Security Agreement.
2. Secured Party, to the extent granted in the Security Agreement, hereby assigns, grants and otherwise re-conveys to Hollywood Entertainment, all of its right, title and interest in and to the Trademarks and all goodwill associated therewith originally granted to Secured Party pursuant to the Security Agreement.
3. Upon the request of Hollywood Entertainment, Secured Party further agrees to execute all documents necessary to demonstrate and confirm the parties’ intent under this Release of Trademark Security Interest.


[Signature Page Follows]

IN WITNESS WHEREOF, Secured Party has caused this Release of Trademark Security Interest to be duly executed by its duly authorized officer as of the day and year first above written.

WACHOVIA BANK, NATIONAL ASSOCIATION

By: 
Name: C. Mark Hedrick
Title: Managing Director

STATE OF North Carolina)
COUNTY OF Mecklenburg) ss:


Notary Public

**My Commission Expires
February 16, 2010**

Exhibit A

Item A. Trademarks

Registered Trademarks

Country	Trademark	Registration No.	Registration Date
U.S.	BRING HOLLYWOOD HOME FOR THE HOLIDAYS	2807642	27-Jan-04
U.S.	GAME CAGE	2911790	14-Dec-04
U.S.	GAME CAGE (AND DESIGN)	2916984	11-Jan-05
U.S.	GAME CRAZY	2178864	04-Aug-98
U.S.	GAME CRAZY X (AND DESIGN)	2839733	11-May-04
U.S.	GIVE THE GIFT OF HOLLYWOOD VIDEO	2511988	27-Nov-01
U.S.	GO HOLLYWOOD FOR THE HOLIDAYS	2793461	16-Dec-03
U.S.	HOLLYWOOD (AND DESIGN)	2544383	05-Mar-02
U.S.	HOLLYWOOD ACCESS PASS	2913965	21-Dec-04
U.S.	HOLLYWOOD ENTERTAINMENT	1935822	14-Nov-95
U.S.	HOLLYWOOD ENTERTAINMENT (AND DESIGN)	2191673	29-Sep-98
U.S.	HOLLYWOOD GAMES	2456663	05-Jun-01
U.S.	HOLLYWOOD GAMES (AND DESIGN)	2511500	27-Nov-01
U.S.	HOLLYWOOD SATELLITE TV (DESIGN)	2745647	5-Aug-03
U.S.	HOLLYWOOD VIDEO	1848749	09-Aug-94
U.S.	HOLLYWOOD VIDEO & GAMES	2387202	19-Sep-00
U.S.	HOLLYWOOD VIDEO (AND DESIGN)	2191674	29-Sep-98
U.S.	HOLLYWOOD VIDEO (AND DESIGN)	2117639	02-Dec-97
U.S.	HOLLYWOOD VIDEO CELEBRITY STATUS	2664074	17-Dec-02
U.S.	HOLLYWOOD VIDEO SUPERSTORE	1814123	28-Dec-93
U.S.	HOLLYWOODVIDEO.COM	2808905	27-Jan-04
U.S.	MOVIE ANATOMY	2894030	19-Oct-04
U.S.	MOVIE MATCHES	2413252	12-Dec-00
U.S.	MOVIEMAP	2293593	16-Nov-99
U.S.	REEL	2263412	20-Jul-99
U.S.	REEL.COM	2719664	27-May-03
U.S.	REEL.COM (AND DESIGN)	2429143	20-Feb-01
U.S.	WELCOME TO HOLLYWOOD	2782153	11-Nov-03
U.S.	WELCOME TO HOLLYWOOD	2835677	27-Apr-04
EU	GAME CRAZY	3189495	15-Nov-04
JP	GAME CRAZY	4774237	28-May-04
EU	GAME CRAZY AND DESIGN	3189461	9-Dec-04
JP	GAME CRAZY AND DESIGN	4774236	28-May-04
MX	GAME CRAZY and Design	816784	12-Dec-03
CR	HOLLYWOOD ENTERTAINMENT CORPORATION - HOLLYWOOD VIDEO	118480	18-Feb-00
AR	HOLLYWOOD VIDEO	1640427	04-Aug-97

<u>Country</u>	<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
CR	HOLLYWOOD VIDEO DESIGN (Without Words)	110358	03-Dec-98
EU	HOLLYWOODVIDEO.COM	1289198	06-Oct-03
	HOLLYWOOD VIDEO DESIGN		
	HOLLYWOOD VIDEO DESIGN		
	HOLLYWOOD VIDEO DESIGN		
	INTERNET HOLLYWOOD		
	MOVIE ANATOMY		
AR	WANT ENTERTAINMENT! GO TO HOLLYWOOD	1651932	28-Nov-97

Registered State Trademarks

<u>State</u>	<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
WASHINGTON	HOLLYWOOD VIDEO	20864	16-Sep-91

Pending Trademark Applications

<u>Country</u>	<u>Trademark</u>	<u>App No</u>	<u>App Date</u>
U.S.	GAME CRAZY X (AND DESIGN)	76/491326	21-Feb-03
U.S.	GAME CRAZY X (AND DESIGN)	76/484306	23-Jan-03
U.S.	GAME VAULT	76/610921	18-Apr-05
U.S.	HOLLYWOOD ON DEMAND	78548151	14-Jan-05
U.S.	HOLLYWOOD VIDEO ACCESS PASS	78/300397	15-Sep-03
U.S.	HOLLYWOOD VIDEO (AND CONTOURED MOUNTAIN DESIGN)	78/122971	19-Apr-02
U.S.	REEL.COM	78/350110	09-Jan-04
U.S.	WE ARE HOLLYWOOD. WE ARE ENTERTAINMENT.	78/119754	05-Apr-02
U.S.	ASYLUM	78/497243	08-Oct-04
U.S.	(ASYLUM LOGO)	78/497231	08-Oct-04
U.S.	GC AND DESIGN	78/499326	13-Oct-04
U.S.	GAME CRAZY	78/499329	13-Oct-04
U.S.	MOVIE VALUE PASS MVP (AND DESIGN)	78/506396	26-Oct-04
U.S.	MOVIE VALUE PASS MVP (AND DESIGN)	78/517619	16-Nov-04
U.S.	MVP	78/506383	26-Oct-04
U.S.	MVP	78/517608	16-Nov-04
U.S.	WE UNDERSTAND.	78/516879	15-Nov-04
CA	GAME CRAZY	1185414	23-Jul-03
MX	GAME CRAZY	591855	11-Mar-03
MX	GAME CRAZY	591857	11-Mar-03
MX	GAME CRAZY	591856	11-Mar-03