

08-21-1998

FORM PATENT AND TRADEMARK OFFICE-



SHEET
LY

U.S. DEPARTMENT OF COMMERCE
PATENT AND TRADEMARK OFFICE

100798386

TO THE HONORABLE CLERK OF THE U.S. PATENT AND TRADEMARKS OFFICE: PLEASE RECORD ATTACHED ORIGINAL DOCUMENTS OR COPY THEREOF

1. NAME OF CONVEYING PARTY(IES):

NATURAL ORGANICS, INC.

- INDIVIDUAL(S)
- GENERAL PARTNERSHIP
- CORPORATION-STATE OF NY
- OTHER
- ASSOCIATION
- LIMITED PARTNERSHIP

ADDITIONAL NAME(S) OF CONVEYING PARTY(IES) ATTACHED? Yes No

2. NAME AND ADDRESS OF RECEIVING PARTY(IES):

HSN DIRECT INTERNATIONAL, LTD.

INTERNAL ADDRESS:

STREET ADDRESS:
11831 30TH COURT N.
ST. PETERSBURG, FL 33716

- INDIVIDUAL(S) CITIZENSHIP _____
- ASSOCIATION
- GENERAL PARTNERSHIP
- LIMITED PARTNERSHIP
- CORPORATION-STATE OF _____
- OTHER CORPORATION OF THE UNITED KINGDOM

IF ASSIGNEE IS NOT DOMICILED IN THE UNITED STATES, A DOMESTIC REPRESENTATIVE DESIGNATION IS ATTACHED Yes No

ADDITIONAL NAME(S) AND ADDRESS(ES) ATTACHED? Yes No

3. NATURE OF CONVEYANCE:

- ASSIGNMENT
- SECURITY AGREEMENT
- OTHER _____
- MERGER
- CHANGE OF NAME

EXECUTION DATE: August 4, 1998

4. APPLICATION NUMBER(S) OR REGISTRATION NUMBER(S):

A. TRADEMARK APPLICATION No(s)

B. TRADEMARK REGISTRATION No(s)

1,201,739

ADDITIONAL NUMBERS ATTACHED? Yes No

5. NAME AND ADDRESS OF PARTY TO WHOM CORRESPONDENCE CONCERNING DOCUMENT SHOULD BE MAILED:

NAME:

C. Douglas McDonald, Jr.

INTERNAL ADDRESS:

Carlton, Fields, Ward, Emmanuel, Smith & Cutler, P.A.

STREET ADDRESS:

Post Office Box 3239
Tampa, FL 33601-3239

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*
*NOTE: (ONLY IF AMOUNT ENCLOSED IS INCORRECT)

8. DEPOSIT ACCOUNT NUMBER:

03-0683

(ATTACH DUPLICATE COPY OF THIS PAGE IF PAYING BY DEPOSIT ACCOUNT)

08/18/1998 DMNGUYEN 00000136 1201739

Do NOT Use THIS SPACE

01 FC:481

40.00 DP

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.

C. Douglas McDonald, Jr.

SIGNATURE

DATE

NAME OF PERSON SIGNING

TOTAL NUMBER OF PAGES COMPRISING COVER SHEET: 1

ASSIGNMENT OF TRADEMARK

Effective the date set forth below NATURAL ORGANICS, INC. ("Assignor"), a corporation of the state of New York, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, receipt of which is hereby acknowledged, transfers and assigns to HSN Direct International, Ltd., ("Assignee"), a corporation of the United Kingdom, all right, title and interest Assignor has or may have in and to the trademark OXY-PLEX, including federal registration 1,201,739, and including all goodwill associated therewith.

NATURAL ORGANICS, INC.

Date: 8/4/98

BY:

[Signature]
Marci Dunnder, President

Sworn to and subscribed before me this 4 day of August, 1998.

[Signature]
Notary Public (Signature)

ELBA RIVERA
Notary Public, State of New York
No. 476566B
Qualified in Suffolk County
Commission Expires Sept. 29, 1998

(Print, Type or Stamp
Commissioned Name of Notary)

Personally Known or Produced Identification

Type of Identification Produced _____