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U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office

To The Honorable Commissioner for Pa
copy thereof.

100961698

attached original documents or

1. Name of conveying party(ies):

Name: Home Shopping Club LP
Address: 1 HSN DriveCity: St. Petersburg State: FL Zip: 33729Individual(s) Association
General Partnership ☒ Limited Partners
Corporation-State of:
Other:Additional name(s) of conveying party(ies) attached?
Yes ☒ No

3. Nature of Conveyance:

☒ Assignment Merger
Security Agreement Change of Name
Other

Execution Date: December 9, 1998

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

A. Trademark Application No.(s)

02/08/1999 SBURMS 00000248 111650 1749516

01 FC:481 40.00 CH
02 FC:482 25.00 CH

2. Name and address of receiving party(ies):

Name: Kraft Foods, Inc.
Address: Three Lakes DriveCity: Northfield State: IL Zip: 60093Individual(s) 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

(Designations must be a separate document from Assignment)

Additional names(s) & address(es) attached?

Yes No

B. Trademark Registration No.(s)

1,749,5161,750,817Additional numbers attached? Yes (if yes, then attach numbers on a separate sheet and send along with this page) ☒ No5. Name and address of party to whom correspondence concerning
document should be mailed:Name: Sharon Ptak-Miles - Legal Ass't - Trademarks
Company: Kraft Foods, Inc.
Street Address: Three Lakes Drive, NF356
City: Northfield State: IL Zip: 600936. Total number of applications and registrations invoiced: 27. Total fee (37 CFR 3.41): \$ 65.00
\$40 for one mark; \$25 each additional

Enclosed

Authorized to be charged to deposit account #11-1650 if
any additional fees are required.8. Deposit account number: 11-1650(Attach duplicate copy of this page if paying by deposit
account)

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.

Sharon Ptak-Miles

Name of Person Signing

Signature

Date

Total number of pages comprising cover sheet: 1TRADEMARK
REEL: 1850 FRAME: 0589

ASSIGNMENT OF U.S. TRADEMARKS

WHEREAS, Home Shopping Club LP, a Delaware limited partnership ("Assignor"), is the owner/assignee of U.S. Trademark Registration No. 1,750,817 for the mark A TASTE OF LIFE for "mustard" and U.S. Trademark Registration No. 1,749,516 for the mark A TASTE OF LIFE for "jams, jellies, preserves" (the "Marks") as evidenced by an assignment recorded in the United States Patent and Trademark Office on May 6, 1998, at reel/frame 1771/0261; and

WHEREAS, KRAFT FOODS, INC. a Delaware corporation ("Assignee") desires to acquire the entire right, title and interest in, to and under said Marks, including the right to bring actions for infringement of the Mark occurring prior to the date of this Assignment;

NOW, THEREFORE, for ten thousand dollars U.S. (\$10,000.00) which shall be paid by Assignee to Assignor within ten (10) days after delivery of this Assignment to Assignee and other valuable consideration, legal sufficiency of which is hereby acknowledged by Assignor, Assignor does hereby sell, assign, transfer and set over to said Assignee all its right, title and interest in, to and under said Marks, together with the goodwill of the business symbolized by the Marks, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by Assignee, for its own use and benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if this Assignment and sale had not been made.

Assignor represents and warrants that it is not aware of any infringements of the Marks, or of any claims against or challenges to the Marks by third parties.

Assignor has indicated that in the future Assignor may wish to use the designation "A Taste of Life" as a title for a live television shopping show. Assignor and Assignee hereby agree that use of the designation "A Taste of Life" in connection with a television program on The Home Shopping Network is sufficiently different from use of the Marks in connection with jams, jellies, preserves, salad dressings, and other food products, so that consumer confusion is not likely. Assignee agrees that it will not challenge use by Assignor of the term "A Taste of Life" as a title for a live television shopping show.

IN TESTIMONY WHEREOF, Assignor and Assignee have executed this Assignment as of 9th of December, 1998.

HOME SHOPPING CLUB LP
a Delaware limited partnership

By: [Signature]

Its: Assistant Secretary

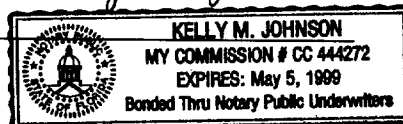
State of Florida)
County of Pinellas) SS

On this 2nd day of December, 1998, before me, a Notary Public in and for the County and State aforesaid, appeared Tamer Lehrburger, to me personally known to be the same person who subscribed to the foregoing instrument, and acknowledged that execution of said document was a free and voluntary act for the uses and purposes therein expressed. WITNESS my hand and seal the day and year last above given.

Notary Public:

[Signature: Kelly M. Johnson]

My Commission expires:



KRAFT FOODS, INC.
a Delaware corporation

By: [Signature: Deborah L. Galvin]
Deborah L. Galvin

Its: Assistant Secretary

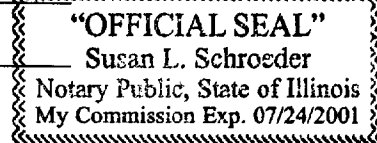
State of Illinois)
County of Cook) SS

On this 9th day of December, 1998, before me, a Notary Public in and for the County and State aforesaid, appeared Deborah L. Galvin, to me personally known to be the same person who subscribed to the foregoing instrument, and acknowledged that execution of said document was a free and voluntary act for the uses and purposes therein expressed. WITNESS my hand and seal the day and year last above given.

Notary Public:

[Signature: Susan L. Schroeder]

My Commission expires:

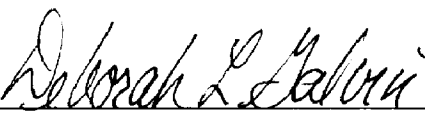


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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

I, Deborah L. Galvin, Assistant Secretary of Kraft Foods, Inc., do hereby attest that the attached Assignment document is a true and correct copy of the original Assignment document between Home Shopping Club LP and Kraft Foods, Inc., dated December 9, 1998.

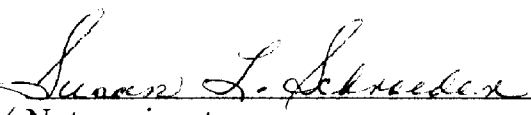
Kraft Foods, Inc.


Deborah L. Galvin
Assistant Secretary

Date: January 26, 1999

State of Illinois)
County of Cook)

Signed (or subscribed or attested) before me on this 26th day of January, 1999,
by Deborah L. Galvin, Assistant Secretary of Kraft Foods, Inc.


Notary signature

