

03-06-2000

HEET

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

FORM PTO-1594
(Rev. 6-93)
OMB No. 0651-0011 (exp. 4/94)
M&G 10479.10-US-01



101282663

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

MRD 01-31-00

1. Name of conveying party(ies):

InfoChoice, Inc.
4400 Baker Road
Minnetonka, MN 55343

Individuals Association
 General Partnership Limited Partnership
 Corporation—State of Minnesota
 Other:

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

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

Fingerhut Corporation
4400 Baker Road
Minnetonka, MN 55343

Individual(s) citizenship Association
 General Partnership Limited Partnership
 Corporation—State of Minnesota
 Other:

If assignee is not domiciled in the United States, a domestic representative designation is attached:
 Yes No
 (Designations must be 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: November 15, 1999

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

A. Trademark Application No.(s)/ Mark(s)
75/397,546

B. Trademark Reg. No.(s)/Mark(s)

Additional numbers attached? Yes No

6. Total number of applications and trademarks involved: 1

7. Total fee (37 CFR 3.41): \$40.00
 Enclosed
 Authorized to be charged to deposit account

8. Please charge any additional fees or credit any overpayments to our Deposit account number: 13-2725

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

Name: Sandra Epp Ryan
 Address: Merchant & Gould P.C.
 3100 Norwest Center
 90 South Seventh Street
 Minneapolis, MN 55402-4131

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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.

Sandra Epp Ryan
Name of Person Signing

January 26, 2000
Date

Total number of pages including cover sheet, attachments, and document: 3

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissioner for Patents and Trademarks
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Washington, D.C. 20231

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TRADEMARK
REEL: 002030 FRAME: 0140

TRADEMARK ASSIGNMENT

WHEREAS, InfoChoice USA, Inc. (hereinafter "Assignor"), a Minnesota corporation having a principal place of business at 4400 Baker Road, Minnetonka, Minnesota 55343, is the record owner of United States trademark application number 75/397,546 for the mark SENSOMA;

WHEREAS, Fingerhut Corporation (hereinafter "Assignee"), a Minnesota corporation having a principal place of business at 4400 Baker Road, Minnetonka, Minnesota 55343 is desirous of acquiring all right, title and interest in and to said application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, said Assignor has sold, assigned and transferred, and by these presents does hereby sell, assign and transfer unto the said Assignee, its successors or assigns, a successor to the business of the Assignor, the entire right, title and interest in the United States in and to said trademark and said trademark application, together with the goodwill and other incidents of its business associated with or symbolized by said trademark and by said trademark application.

INFOCHOICE USA, INC.

Dated: 11/15/99

By: [Signature]

Name: Richard L. Tate

Title: President

STATE OF MINNESOTA)

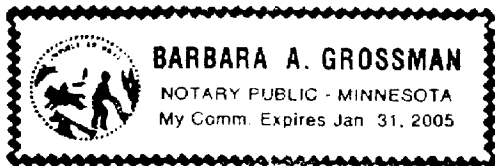
)SS.

COUNTY OF Hennepin)

Subscribed and sworn before me this 15th day of November, 1999.

[Signature]

Notary Public



RECORDED: 01/31/2000

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