

06-01-2000



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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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
5/1/2000

Name

Formerly

- 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)

- 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.)

05/31/2000 JSHABAZZ 00000032 501069 74623911

FOR OFFICE USE ONLY

01 FC:481 40.00 CH 40.00 OP
02 FC:482 40.00 CH 1660.00 OP

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: 002078 FRAME: 0502

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

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

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)		
<input type="text" value="74623911"/>	<input type="text" value="74591905"/>	<input type="text" value="74620226"/>	<input type="text" value="2160815"/>	<input type="text" value="1386401"/>	<input type="text" value="1940877"/>
<input type="text" value="74607590"/>	<input type="text" value="74591904"/>	<input type="text"/>	<input type="text" value="2228520"/>	<input type="text" value="1508622"/>	<input type="text" value="1446335"/>
<input type="text" value="74605832"/>	<input type="text" value="74596583"/>	<input type="text"/>	<input type="text" value="1723062"/>	<input type="text" value="1454772"/>	<input type="text" value="1429583"/>

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.

SUSAN D. WEIS

Susan W. Weis
Signature

5715700
Date Signed

Name of Person Signing

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

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Other

Citizenship State of Incorporation/Organization

Receiving Party

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Registration Number(s)

<input type="text"/> 1456590	<input type="text"/> 1946631	<input type="text"/> 1987581
<input type="text"/> 1676886	<input type="text"/> 1928263	<input type="text"/> 1545619
<input type="text"/> 1473125	<input type="text"/> 1484684	<input type="text"/> 1998814
<input type="text"/> 1494575	<input type="text"/> 1939945	<input type="text"/> 1946776
<input type="text"/> 1484925	<input type="text"/> 1482734	<input type="text"/> 1522163
<input type="text"/> 1694996	<input type="text"/> 1440864	<input type="text"/> 1946645
<input type="text"/> 1286508	<input type="text"/> 1440865	<input type="text"/> 1952701

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<input type="text"/>	<input type="text"/>	<input type="text"/>

Registration Number(s)

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<input type="text"/> 2028407	<input type="text"/> 1688138	<input type="text"/> 1690838
<input type="text"/> 1963548	<input type="text"/> 1954547	<input type="text"/> 1557583
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<input type="text"/> 1929973	<input type="text"/> 2046012	<input type="text"/> 1701009
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<input type="text"/> 1992524	<input type="text"/> 1871413	<input type="text"/> 1450142

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<input type="text"/>	<input type="text"/>	<input type="text"/>

Registration Number(s)

1469467	1712529	<input type="text"/>
2001009	1759021	<input type="text"/>
1960481	1475501	<input type="text"/>
1962078	1499036	<input type="text"/>
1626975	<input type="text"/>	<input type="text"/>
937991	<input type="text"/>	<input type="text"/>
1284686	<input type="text"/>	<input type="text"/>

ASSIGNMENT OF U.S. TRADEMARKS

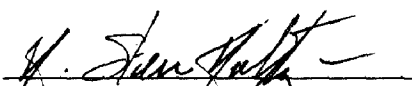
WHEREAS, Home Shopping Network, Inc., a Delaware corporation ("Assignor"), is the owner of the trademarks and the registrations and applications associated therewith as registered or pending with the United States Patent and Trademark Office (the "Trademarks"), and listed in Exhibit A attached hereto; and

WHEREAS, Home Shopping Club LP, a Delaware limited partnership ("Assignee") desires to acquire the entire right, title and interest in, to and under said Trademarks, including the right to bring actions for infringement of the trademarks occurring prior to the date of this Assignment;

NOW, THEREFORE, for good and 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 Trademarks, together with the goodwill of the business symbolized by the trademarks, 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 had not been made.

Executed this 1 day of May, 2000.

HOME SHOPPING NETWORK, INC.

By: 
Name: H. Steven Holtzman
Title: Assistant Secretary

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EXHIBIT A

<u>NAME</u>	<u>REGISTRATION DATE</u>	<u>REGISTRATION NUMBER</u>
AJ. Comfort	May 26, 1998	2,160,815
AJ. Valenci	March 2, 1999	2,228,520
AJ. Valenci & Design	October 6, 1992	1,723,062
AJ. Valenci & Design	March 11, 1986	1,386,401
America's Biggest Bargain	October 11, 1988	1,508,622
America's Original Live, Discount, Shop at Home T.V. Service	August 25, 1987	1,454,772
Bargaineer	December 12, 1995	1,940,877
Bargaineer	July 7, 1987	1,446,335
Bargathon & Design	February 17, 1987	1,429,583
Cervelle	September 8, 1987	1,456,590
Designer Direct	February 25, 1992	1,676,886
Designer Direct	January 19, 1988	1,473,125
Everything For Less	June 28, 1988	1,494,575
Eve's Creations & Design	April 19, 1988	1,484,925
Miscellaneous Design of House	June 16, 1992	1,694,996
HSC & Design	July 17, 1984	1,286,508
HSC	January 9, 1996	1,946,631
HSC	October 17, 1995	1,928,263
HSC	April 12, 1988	1,484,684
HSI & Design	December 5, 1995	1,939,945
HSN	March 29, 1988	1,482,734
HSN 1	May 26, 1987	1,440,864
HSN 2	May 26, 1987	1,440,865

<u>NAME</u>	<u>REGISTRATION DATE</u>	<u>REGISTRATION NUMBER</u>
HSN Direct	July 16, 1996	1,987,581
HSN & Design	June 27, 1989	1,545,619
HSN & Design	September 3, 1996	1,998,814
HSC Home Shopping Club	January 9, 1996	1,946,776
HSC Home Shopping Club & Design	January 24, 1989	1,522,163
HSC Home Shopping Club & Design	January 09, 1996	1,946,645
HSC Outlet Net	January 30, 1996	1,952,701
HSN Direct & Design	April 2, 1996	1,965,325
HSN Health and Fitness Club	January 7, 1997	2,028,407
HSN NCCI	March 19, 1996	1,963,548
HSN Spa	April 15, 1997	2,051,983
HSS & Design	October 24, 1995	1,929,973
HSS Home Shopping Showcase	February 20, 1996	1,957,506
Home & Design	August 13, 1996	1,992,524
Home is Where You Want To Be	May 21, 1996	1,975,424
Home Shopping	May 19, 1992	1,688,138
Home Shopping Club	February 6, 1996	1,954,547
Home Shopping Network	October 22, 1996	2,009,383
Homeview	March 18, 1997	2,046,012
Home View	January 14, 1997	2,031,054
Lacy Afternoon	January 3, 1995	1,871,413
Lacy Afternoon	January 3, 1995	1,870,970
Lacy Afternoon	June 2, 1992	1,690,838
Life Way	September 26, 1989	1,557,583
Life Way	July 15, 1997	2,079,199

<u>NAME</u>	<u>REGISTRATION DATE</u>	<u>REGISTRATION NUMBER</u>
Life Way	July 14, 1992	1,701,009
Life Way	November 3, 1992	1,728,801
Private Showing	July 28, 1987	1,450,142
Spin To Win	December 15, 1987	1,469,467
Spree	September 17, 1996	2,001,009
Spree!	March 5, 1996	1,960,481
TSM	March 12, 1996	1,962,078
Technibond	December 11, 1990	1,626,975
Telemation	July 18, 1972	937,991
Teleseat	July 3, 1984	1,284,686
Tootie Design	September 1, 1992	1,712,529
Tootie	March 16, 1993	1,759,021
Tootie	February 2, 1988	1,475,501
Where America Flips For Bargains	August 2, 1988	1,499,036

<u>Name</u>	<u>Filing Date</u>	<u>Serial Number</u>
HSC & Design	January 20, 1995	74/623,911
HSN Home Shopping Network & Design	December 6, 1994	74/607,590
HSN Home Shopping Network & Design	December 2, 1994	74/605,832
HSN Home Shopping Network	October 28, 1994	74/591,905
HSN Home Shopping Network & Design	October 28, 1994	74/591,904
Home Shopping Club	November 7, 1994	74/596,583
Home Shopping Network	January 10, 1995	74/620,226