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Form PTO-1594 U.S. Patent & TMO/TM Mail Rpt Dt #22
(Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)
Tab settings



DEPARTMENT OF COMMERCE
and Trademark Office

101988700

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

1. Name of conveying party(ies):

Home Shopping Network, Inc.

2/11/02

- Individual(s)
- General Partnership
- Corporation-State of **Delaware**
- Other
- Association
- Limited Partnership

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: **November 13, 2001**

2. Name and address of receiving party(ies)

Name: **Positive Changes Hypnosis International, Inc.**
Internal Address:

Street Address: **256 Witchduck Road Suite A**

City: **Virginia Beach** State: **VA** Zip: **23462**

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State of **Virginia**
- 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 name(s) & address(es) attached? Yes No

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

A. Trademark Application No.(s) **75-753,037**

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

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

Name: **James Reisman, Esq.**

Internal Address: **Gottlieb, Rackman & Reisman**

Street Address: **270 Madison Avenue**
8th Floor

City: **New York** State: **NY** Zip: **10016**

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

8. Deposit account number:

07-1730 (to be used only if necessary)

DO NOT USE THIS SPACE

9. Signature.

James Reisman
Name of Person Signing

Signature

Feb. 11, 2002
Date

Total number of pages including cover sheet, attachments, and document: **4**

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Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

TRADEMARK
REEL: 002446 FRAME: 0397

Has

TRADEMARK ASSIGNMENT


WHEREAS, HOME SHOPPING NETWORK, INC., a Delaware corporation, having a principal office at 1 HSN Drive, St. Petersburg, Florida 33729 ("Assignor"), has adopted and used the mark "POSITIVE CHANGES" (the "Mark") in connection with dietary and nutrient supplements, which Mark is the subject of Application Serial No. 75-753,037, filed by Assignor in the United States Patent and Trademark Office on July 14, 1999; and

WHEREAS, POSITIVE CHANGES HYPNOSIS INTERNATIONAL, INC., a corporation of Virginia, located and doing business at 256 Witchduck Road, Suite A, Virginia Beach, Virginia 23462 ("Assignee") is desirous of acquiring all of Assignor's right, title and interest in and to the Mark and the application therefor.

NOW, THEREFORE, for One Dollar (\$1) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all of Assignor's right, title and interest in and to the Mark and the aforesaid application therefor, together with the goodwill of the business symbolized by the Mark.

Dated: November 13, 2001

HOME SHOPPING NETWORK, INC.

By: 
Name: James Lehbunger
Title: Assistant Secretary
& Senior Counsel

ACKNOWLEDGMENT

State of Florida)
 : ss.:
County of Pinellas

On this 13th day of November, 2001, before me personally came
James Lehrburger, to me known, who being by me duly
sworn, hereby deposes and says that (s)he resides at Pinellas City, FL,
that (s)he is Asst. Secretary of Home Shopping Network, Inc., the corporation
described in and which executed the above instrument, and that (s)he was authorized by said
corporation to execute the same.



Kelly M. Johnson
Notary Public