

05-16-2002

5/10/02



102092742

To The Honorable Commissioner of Pat

ached original document or copy thereof.

1. Name of conveying party(ies):

QVC, INC.
(Delaware Corporation)

- Individual(s)
General Partnership
X Corporation-State
Association
Limited Partnership
Other

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

3. Nature of conveyance:

- X Assignment
Security Agreement
Other
Merger
Change of Name

Execution Date: May 1, 2002

2. Name and address of receiving party(ies)

Name: QCom TV, Inc.

Internal Address:

Street Address: 1200 Wilson Drive

City: West Chester State: PA Zip: 19380

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

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

A) Trademark Application No.(s)

B) Trademark Registration No.(s)

2,523,187

Additional numbers attached? Yes No

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

CAESAR, RIVISE, BERNSTEIN, COHEN & POKOTILOW, LTD.

Attn: Manny D. Pokotilow, Esq.
12th Floor - 7 Penn Center
1635 Market Street; Phila, PA 19103-2212

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$ 40

Authorized to Charge to Deposit Account No 03-0075 (duplicate attached)

DO NOT USE THIS SPACE

8. 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.

Manny D. Pokotilow

Name of Person Signing

Signature

May 3, 2002

Date

05/15/2002 GTOM11 00000219 030075 2523187

01 FC:481

40.00 CH

Total number of pages including cover sheet, attachments and document: 5

Mail documents to be recorded with required cover sheet information to: Commissioner of Patents and Trademarks; Box Assignments; Washington DC 20231

ASSIGNMENT

WHEREAS, **QVC, INC.**, a Delaware corporation having a place of business at 1200 Wilson Drive, West Chester, Pennsylvania 19380 (hereinafter "ASSIGNOR"), has adopted and has used the service mark **TARGETTV** as set forth as Exhibit A attached hereto and incorporated herein; and is the proprietor of Certificate of Registration No. 2,523,187 for said mark, registered on December 25, 2001 (the "MARK").

WHEREAS, for good and valuable consideration ASSIGNOR assigned and transferred to QCom TV, Inc., a corporation organized under the laws of the State of Delaware and having a place of business at 1200 Wilson Drive, West Chester, Pennsylvania 19380. (hereinafter "ASSIGNEE") all of the right, title and interest of said ASSIGNOR in and to the MARK and any and all goodwill of the business associated with and symbolized by the MARK, and any other rights associated therewith; and

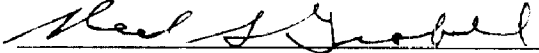
WHEREAS, it is the desire of ASSIGNOR and ASSIGNEE to record the assignment of said mark and the transfer to ASSIGNEE of the MARK.

NOW THEREFORE, IN CONSIDERATION of the sum of \$1.00 and other good and valuable consideration paid by ASSIGNEE to ASSIGNOR, the receipt of which is hereby acknowledged by ASSIGNOR, and in further consideration of the fact that it is the desire of ASSIGNOR to be legally bound hereby, said ASSIGNOR does hereby sell, assign and transfer unto ASSIGNEE the MARK, Certificate of Registration No. 2,523,187 and any and all goodwill of the business associated with and symbolized by the MARK, and any other rights associated therewith.

These rights include the right to sue and recover for all damages and profits, if any, arising out of past infringement of the MARK and Certificate of Registration No. 2,523,187.

IN WITNESS WHEREOF, QVC, INC., has caused this Assignment to be signed by its Senior Vice President (title), Neal S. Grabell (name), thereunto duly authorized, and has caused its corporate seal to be hereunto affixed and duly attested this 15th day of May, 2002.

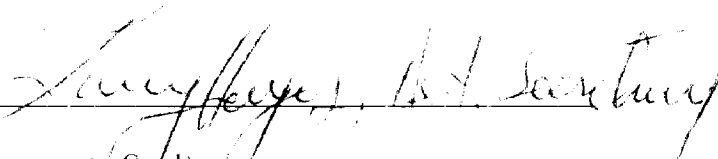
QVC, INC.

By: 

Name: Neal S. Grabell

Title: Senior Vice President

ATTEST:


(Corporate Seal)

(Commencement)

State of Pennsylvania

County of Chester

:
: SS West Chester, PA
:

On this 1st day of May, 2002, before me personally appeared Neal S. Grabell, to me known, who after being duly sworn, did depose and say that at the time of the Assignment he is the Senior Vice President of QVC, INC., a Delaware corporation, the corporation described herein, and which executed the above instrument; that he knows the seal of said corporation; that the seal affixed to said instrument is such corporate seal; that it was so affixed by order of the Board of Directors of QVC, INC., and that he signed his name thereto by like order.

Deborah J. Ryan (SEAL)
Notary Public

MY COMMISSION EXPIRES: 11/8/03

53399

Notarial Seal
Deborah J. Ryan, Notary Public
West Chester Twp., Chester County
My Commission Expires Nov. 8, 2003
Notary Public for the State of Pennsylvania

EXHIBIT A

Int. Cl.: 35

Prior U.S. Cls.: 100, 101, and 102

United States Patent and Trademark Office

Reg. No. 2,523,187

Registered Dec. 25, 2001

SERVICE MARK
PRINCIPAL REGISTER

TARGETTV

QVC, INC. (DELAWARE CORPORATION)
STUDIO PARK
WEST CHESTER, PA 193804250

FIRST USE 7-15-2001; IN COMMERCE 7-15-2001.

FOR: MARKET RESEARCH, NAMELY, PROVID-
ING TELEVISION RATINGS, DEMOGRAPHICS,
AND STATISTICAL INFORMATION, IN CLASS 35
(U.S. CLS. 100, 101 AND 102).

SN 75-739,543, FILED 6-29-1999.

BARBARA RUTLAND, EXAMINING ATTORNEY