



102134767

To The Honorable Commissioner of Patents and Trademarks: please record the attached original document or copy thereof.

OFFICE OF PATENT RECORDS

1. Name of conveying party(ies):

QVC, Inc. (Delaware Corporation)

6.18.02

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

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

3. Nature of conveyance:

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

Execution Date: May 30, 2002

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

A) Trademark Application No.(s)

2. Name and address of receiving party(ies)

Name: QDirect Ventures, Inc.

Internal Address: \_\_\_\_\_

Street Address: 1200 Wilson Drive

City: West Chester State: PA Zip: 19380

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- 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

B) Trademark Registration No.(s)

Certificate of Registration No. 1,931,222

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.  
12<sup>th</sup> 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)..... \$ 40.00

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

Manny D. Pokotilow  
Signature

June 10, 2002

Date

06/25/2002 DBYRME 00000232 030075 1931222

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

01 FC:481 40.00 CH

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

TRADEMARK  
REEL: 002531 FRAME: 0024

## 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 **QDIRECT** and is the proprietor of Certificate of Registration No. 1,921,222 for said mark, registered on September 19, 1995 (the "MARK").

WHEREAS, for good and valuable consideration ASSIGNOR assigned and transferred to **QDirect Ventures, 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. 1,921,222 and any and all goodwill of the business associated with and symbolized by the MARK, and any other rights associated therewith.

Included in this assignment are any and all rights which ASSIGNOR has against persons who have infringed upon the MARK and Certificate of Registration No. 1,921,222. 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. 1,921,222.

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 30<sup>th</sup> day of May, 2002.

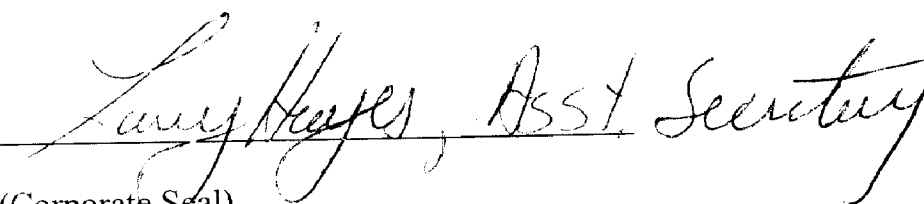
QVC, INC.

By: 

Name: Neal S. Grabell

Title: Senior Vice President

ATTEST:

  
(Corporate Seal)

Commonwealth of Pennsylvania

:

: SS

West Chester, PA

County of Chester

:

On this 30<sup>th</sup> 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

54075

Notarial Seal  
Deborah J. Ryan, Notary Public  
West Goshen Twp., Chester County  
My Commission Expires Nov. 8, 2003  
Member, Pennsylvania Association of Notaries