

RECORDATION FORM COVER SH
TRADEMARKS ONLY

07-09-2002



102148231

thereof.

To The Honorable Commissioner of Patents and Trademarks: Please rec

1. Name of conveying party(ies): QVC, Inc.

2. Name and address of receiving party(ies)

Name: Eterna S.A. Fabrique D'Horlogerie

Internal Address: _____

Street Address: Schutzengasse 46
CH-2540, Grenchen, Switzerland

City: _____ State: _____ Zip: _____

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State DE
- 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: June 20, 2002

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

A) Trademark Application No.(s)

B) Trademark Registration No.(s)

2,556,880
2,559,689

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: Eric S. Marzluf, Esq.
12th Floor - 7 Penn Center
1635 Market Street; Phila, PA 19103-2212

6. Total number of applications and registrations involved..... (2)

7. Total fee (37 CFR 3.41)..... \$ 65.00

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.

Eric S Marzluf

Name of Person Signing

ES Marzluf
Signature

June 25, 2002

Date

07/08/2002 LNUELLER 00000266 030075 2556880

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

01 FC:481 40.00 CH
02 FC:482 25.00 CH

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

TRADEMARK
REEL: 002540 FRAME: 0386

TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, QVC, Inc. (hereinafter "ASSIGNOR"), a Delaware corporation having a principal place of business at Studio Park, West Chester, Pennsylvania 19380-4250 is the sole and exclusive owner of all right, title and interest to the mark ETERNAGEM, U.S. Registration Nos. 2,556,880 and 2,559,689 for the mark ETERNAGEM, and the goodwill of the business associated with and symbolized by the mark ETERNAGEM.

WHEREAS, for good and valuable consideration, ASSIGNOR wishes to assign to and transfer to Eterna S.A. Fabrique D'Horlogerie, a Swiss corporation having a business address at Schützengasse 46, CH-2540, Grenchen, Switzerland (hereinafter "ASSIGNEE"), all right, title and interest in and to the following: (1) the mark ETERNAGEM; (2) U.S. Registration Nos. 2,556,880 and 2,559,689; and (3) the goodwill of the business associated with and symbolized by the mark ETERNAGEM.

NOW THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged by ASSIGNOR, ASSIGNOR hereby sells, assigns, transfers and conveys to ASSIGNEE the entire right, title and interest in and to the following: (1) the mark ETERNAGOLD; (2) U.S. Registration Nos. 2,556,880 and 2,559,689; and (3) the goodwill of the business associated with and symbolized by the mark ETERNAGEM.

Included in this Assignment are any and all rights which ASSIGNOR has, or may have had, against persons who have infringed upon the mark ETERNAGEM prior to the effective date of this Assignment.

The terms, covenants and provisions of this Assignment shall inure to the benefit of ASSIGNEE, its successors, assigns and other legal representatives, and shall be binding on ASSIGNOR, its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, ASSIGNOR and ASSIGNEE have caused this Assignment to be signed by the following duly authorized agents this 20th day of JUNE, 2002.

QVC, INC.

By: Neal S. Grabell
Neal S. Grabell
Senior Vice President & General Counsel