

9/3/02



SEP

102212692

To The Honorable Commissioner of

the attached original document or copy thereof.

1. Name of conveying party(ies):
Maidenform, Inc. (New York Corporation)

2. Name and address of receiving party(ies):

Name: QVC, Inc.

Internal Address: _____

Street Address: 1200 Wilson Drive

City: West Chester State: PA Zip: 19380

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

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

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

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

3. Nature of conveyance:

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

Execution Date: July 29, 2002

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

A) Trademark Application No.(s)

B) Trademark Registration No.(s)

766,435

09/04/2002 GTM11 00000117 030075 766435
01 FC:481 40.00 CH

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)..... \$ 40.00

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 Pokotilow
Signature

August 23, 2002
Date

Total number of pages including cover sheet, attachments and document: 6

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

TRADEMARK
REEL: 002575 FRAME: 0569

ASSIGNMENT

WHEREAS, **MAIDENFORM, INC.**, a New York corporation having a place of business at 154 Avenue E, Bayonne, New Jersey 07002, (hereinafter "ASSIGNOR") has adopted and has used the mark **DIALOGUE** and is the proprietor of Certificate of Registration No. 766,435 for **DIALOGUE for Foundation Garments**, registered on March 10, 1964 (the "MARK").

WHEREAS, for good and valuable consideration ASSIGNOR assigned and transferred to **QVC, 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. 766,435 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. 766,435. These rights include the right to sue and recover for all damages and profits, if any, arising out of past infringement of the MARK Certificate of Registration No. 766,435.

IN WITNESS WHEREOF, MAIDENFORM, INC., has caused this Assignment to be signed by its EXECUTIVE VICE PRESIDENT, (title), STEVEN N. MASKET (name), thereunto duly authorized, and has caused its corporate seal to be hereunto affixed and duly attested this 29 day of July, 2002.

MAIDENFORM, INC.

By: 
Name: Steven N. Masket
Title: Executive Vice President – Chief Legal Officer

ATTEST:



(Corporate Seal)

State of New Jersey :
 : SS
County of Hudson :

On this 29 day of July, 2002, before me personally

appeared Steven N. Masket, to me known, who after being duly sworn, did depose and

say that at the time of the Assignment she/he is the Executive Vice President – Chief Legal

Officer of MAIDENFORM, INC., a New York corporation, the corporation described herein,

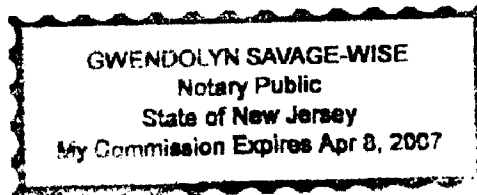
and which executed the above instrument; that she/he knows the seal of said corporation; that the

seal affixed to said instrument is such corporate seal; that it was so affixed by order of the Board

of Directors of MAIDENFORM, INC., and that he signed his name thereto by like order.

Gwendolyn Savage-Wise (SEAL)
Notary Public

MY COMMISSION EXPIRES:



RELEASE OF SECURITY INTEREST
IN TRADEMARKS AND TRADEMARK APPLICATIONS

KNOW ALL MEN BY THESE PRESENTS, that Congress Financial Corporation, a Delaware corporation, in its capacity as collateral agent pursuant to the Collateral Agency Agreement (as hereinafter defined) acting for and on behalf of the parties thereto as lenders hereinafter referred to as "Secured Party"), having an office at 1133 Avenue of the Americas, New York, New York 10036, DOES HEREBY CERTIFY that the security interest it holds in a certain trademark of Maidenform, Inc., a New York corporation ("Debtor"), having a place of business at ~~200 Mackle Avenue, Washington, North Carolina 27887~~ ^{Morison New York NY 10016}, pursuant to the Trademark Collateral Assignment and Security Agreement, dated June 8, 2001, recorded in the United States Patent and Trademark Office on 7/12/2001, at Reel 002332 Frame 080 (the "Trademark Security Agreement"), which trademark is more fully identified on Schedule A annexed hereto and made a part hereof, together with the goodwill of the business symbolized thereby, is released and all interest in such property previously assigned to Secured Party under the Trademark Security Agreement is hereby reassigned to Debtor, without representation or warranty of any kind, nature or description.

IN WITNESS WHEREOF, Secured Party has caused this Release of Security Interest in Trademarks and Trademark Applications to be executed by its duly authorized corporate officer this 14 day of July 2002.

CONGRESS FINANCIAL CORPORATION,
as collateral agent

By: Terese L. Gatto

Title: Vice President

STATE OF NEW YORK)
) ss.:
COUNTY OF NEW YORK)

On the 19 day of July 2002, before me personally came Terese L. Gatto, to me known, who being by me duly sworn, did depose and say, that she is the vice president of CONGRESS FINANCIAL CORPORATION and that said instrument was signed on behalf of such corporation by authority of its Board of Directors, and she acknowledged said instrument to be the free act and deed of said corporation.

Maria Camacho
Notary Public

MARIA CAMACHO
NOTARY PUBLIC, State of New York
No.: 01CA5086952
Qualified in Queens County
Certificate Filed in New York County
Commission Expires October 27, 2005

SCHEDULE A

LIST OF TRADEMARKS AND TRADEMARK APPLICATIONS

<u>Trademark</u>	<u>Registration Number</u>	<u>Registration Date</u>
Dialogue	766435	3/10/64