

11-12-2002



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U.S. DEPARTMENT OF COMMERCE  
U.S. Patent and Trademark Office

Form PTO-1594  
(Rev. 03/01)  
OMB No. 0651-0027 (exp. 5/31/2002)  
Tab settings ⇨ ⇨ ⇨ ▼ ▼ ▼ ▼ ▼

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

<p>1. Name of conveying party(ies): <u>11-4-82</u> Shop at Home, Inc.</p> <p><input type="checkbox"/> Individual(s)                      <input type="checkbox"/> Association  <input type="checkbox"/> General Partnership              <input type="checkbox"/> Limited Partnership  <input checked="" type="checkbox"/> Corporation-State  <input type="checkbox"/> Other _____</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>		<p>2. Name and address of receiving party(ies)</p> <p>Name: <u>SAH Acquisition Corporation</u> Internal Address: _____</p> <p>Street Address: <u>5388 Hickory Hollow Parkway</u> City: <u>Antioch</u> State: <u>TN</u> Zip: <u>37013</u></p> <p><input type="checkbox"/> Individual(s) citizenship _____  <input type="checkbox"/> Association _____  <input type="checkbox"/> General Partnership _____  <input type="checkbox"/> Limited Partnership _____  <input checked="" type="checkbox"/> Corporation-State <u>Tennessee</u>  <input type="checkbox"/> Other _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designations must be a separate document from assignment) Additional name(s) &amp; address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	
<p>3. Nature of conveyance:</p> <p><input type="checkbox"/> Assignment                              <input type="checkbox"/> Merger  <input type="checkbox"/> Security Agreement                  <input type="checkbox"/> Change of Name  <input checked="" type="checkbox"/> Other <u>Assignment of 1% interest in</u>  Execution Date: <u>10/18/2002</u> <u>trademarks</u></p>			
<p>4. Application number(s) or registration number(s):</p> <p>A. Trademark Application No.(s) _____ <u>76/397,029</u></p>		<p>B. Trademark Registration No.(s) <u>2472296; 2513268;</u> <u>1979532</u></p>	
<p>Additional number(s) attached <input checked="" type="checkbox"/> Yes <input type="checkbox"/> No</p>			
<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Name: <u>Frank H. Andorka</u> Internal Address: <u>Baker &amp; Hostetler LLP</u> <u>3200 National City Center</u></p> <p>Street Address: <u>1900 East 9th Street</u></p> <p>City: <u>Cleveland</u> State: <u>OH</u> Zip: <u>44114</u></p>		<p>6. Total number of applications and registrations involved: <u>12</u></p> <p>7. Total fee (37 CFR 3.41).....\$ <u>315</u></p> <p><input checked="" type="checkbox"/> Enclosed  <input type="checkbox"/> Authorized to be charged to deposit account</p> <p>8. Deposit account number: <u>02-0396</u></p>	

DO NOT USE THIS SPACE

9. Signature.

Frank H. Andorka  
Name of Person Signing

Frank H. Andorka  
Signature

10/25/02  
Date

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

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

11/08/2002 6TDM11 00000253 76397029

01 FC:8521  
02 FC:8522

40.00 OP  
275.00 OP

TRADEMARK  
REEL: 2614 FRAME: 0659



**Additional Application Numbers**

(Continuation of Item 4A)

76/258,998

76/258,997

76/258,996

76/258,995

76/026,663

76/026,662

75/758,579

75/683,349

**TRADEMARK ASSIGNMENT**

WHEREAS, Shop At Home, Inc., a Tennessee corporation, having an address at 5388 Hickory Hollow Parkway, Antioch, Tennessee 37013 ("Transferor"), has adopted and is using the trademarks and service marks identified on Schedule A, attached hereto and made a part hereof; and

WHEREAS, Transferor is the owner of the United States Trademark Registration and the United States Service Mark Registration identified on Schedule A and the owner of the pending United States Trademark and Service Mark Applications identified on Schedule A; and

WHEREAS, SAH Acquisition Corporation, a Tennessee corporation having its principal place of business at 5388 Hickory Hollow Parkway, Antioch, Tennessee ("Transferee"), is desirous of acquiring an undivided 1% interest in said trademarks and service marks, said trademark and service mark registrations, said trademark and service mark applications, and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, Transferor does hereby assign unto Transferee, a 1% undivided interest in all right, title, and interest in and to the said trademarks and service marks, together with the goodwill of the business symbolized by the said trademarks and service marks and the above-identified registrations and applications of and for the said trademarks and service marks.

Signed at Nashville, this 18th day of October, 2002.

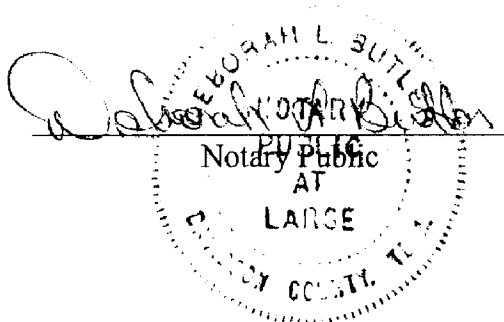
SHOP AT HOME, INC.

By Arthur D. Tek

Name Arthur D. Tek  
Title Executive Vice President and Chief Financial Officer

STATE OF Tennessee )  
 ) SS.  
COUNTY OF Davidson )

On this 18th day of October, 2002, before me personally came Arthur D. Tek, to me known to be the Chief Financial Officer of Shop At Home, Inc., a Tennessee corporation, the assignor above-named, and acknowledged that he/she executed the foregoing instrument and he/she did swear that he/she executed this assignment as his/her free act on behalf of said assignor and pursuant to authority duly received.



Schedule A—Trademarks and Service Marks

Registrations

Mark	Class	Registration Number	Date of Registration
MAKING COLLECTIBLES CLICK	35	2,472,296	7/24/01
GET REAL	35	2,513,268	11/27/01
BELLA LUCE	14	1,979,532	6/11/96

Applications

Mark	Class	Application Number	Date of Application
SHOP NEW YORK w/Design	35, 41	76/397,029	4/16/02
SHOPATHOMETV.COM	35	76/258,998	5/19/01
SHOPATHOMETV.COM w/Design	35	76/258,997	5/19/01
SHOPATHOMETV.COM	38	76/258,996	5/19/01
SHOPATHOMETV.COM w/Design	38	76/258,995	5/19/01
PEACE OF MIND GUARANTEE	35, 36, 42	76/026,663	4/14/00
WE'RE NOT COMMON	35, 42	76/026,662	4/14/00
BELLA ARGENTO	14	75/758,579	7/23/99
SHOP AT HOME NETWORK w/Design	35, 42	75/683,349	4/15/99

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