

01-09-2003

OFFICE OF PUBLIC RECORDS

RECORDATION

FORM PTO-1594

(Rev. 6-93)

OMB No. 0651-0011 (exp. 4/94)

2003 JAN -7 AM 10:49

TRADI



102332583

DEPARTMENT OF COMMERCE
Patent and Trademark Office

FINANCE SECTION

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

1. Name of conveying party(ies):

Kinetic, Inc.

1-7-03

Additional name(s) of conveying party(ies) attached? No

2. Name and address of receiving party(ies)

Name: Shop At Home Network, LLC

Street Address: 5388 Hickory Hollow Parkway

City: Antioch ST: TN ZIP 37013

Additional name(s) & address(es) attached? No

3. Nature of conveyance:

Assignment

Execution Date: December 18, 2002

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

A. Trademark Application No.(s): 78/152,336

B. Trademark No.(s):

Additional numbers attached? Yes No

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

Name: WADDEY & PATTERSON
BANK OF AMERICA PLAZA SUITE 2020
414 UNION STREET
NASHVILLE, TN 37219

Customer No. 23456

6. Total number of applications and trademarks involved: 1

7. Total fee (37 CFR 3.41):..... \$40.00

The fee is enclosed

8. Deposit account number: 23-0035

(Attach duplicate copy of this page if paying by deposit account.)

DO NOT USE THIS SPACE

9. Statement and signature.

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.

Edward D. Lanquist, Jr.

1/2/03

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments, and document: 2

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

01/09/2003 010N11 00000037 78152336

01 FC:8521

40.00 OP

TRADEMARK
REEL: 2644 FRAME: 0713

ASSIGNMENT OF TRADEMARK

STATE OF KANSAS

COUNTY OF Johnson

WHEREAS, Kinetic, Inc., a corporation duly organized and existing under the laws of the state of Iowa, United States of America with its principal place of business at 409 W. 76th Street Davenport, Iowa, United States of America, has adopted, used and is using the trademarks:

<u>TRADEMARK</u>	<u>SERIAL NO.</u>	<u>FILING DATE</u>
CULINARY INTEGRITY	78/152,336	August 8, 2002

WHEREAS, Shop At Home Network, LLC, a corporation duly organized and existing under the laws of the state of Tennessee, with its principal place of business at 5388 Hickory Hollow Parkway, Antioch, TN, is desirous of acquiring said marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Kinetic, Inc. does hereby assign unto said Shop At Home Network, LLC. all rights, title and interest in and to the said mark(s), together with the goodwill of the business symbolized by the marks, U.S. Trademark Application Serial No. 78/152,336, and that portion of Kinetic, Inc.'s business associated with the CULINARY INTEGRITY trademark.

Kinetic, Inc.

By:

As:

[Handwritten signature]

President

Subscribed to and sworn to before me this 18th day of December, 2002.

Melissa Brinkman
Notary Public

