

01-17-2003



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

Form PTO-1594
(Rev. 10/02)
OMB No. 0651-0027 (exp. 6/30/2005)

102340728

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

1. Name of conveying party(ies): 1-13-03
Home Shopping Network, Inc.

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

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

3. Nature of conveyance:

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

Execution Date: December 12, 2002

2. Name and address of receiving party(ies)

Name: HSN LP

Internal Address: Legal Department

Street Address: 1 HSN Drive

City: ST. Petersburg State: FL Zip: 33729

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

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

A. Trademark Application No.(s) _____

B. Trademark Registration No.(s) 1782775

Additional number(s) attached Yes No

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

Name: Susan Weis

Internal Address: Legal Department

Street Address: 1 HSN Drive

City: St. Petersburg State: FL Zip: 33729

6. Total number of applications and registrations involved: 1

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

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

50 1069

FINANCE SECTION
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9. Signature.

SUSAN D. WEIS
Name of Person Signing

Susan D. Weis
Signature

1/13/02
Date

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

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

01/17/2003 DBYRNE 00000007 501069 1782775
01 FC:8521 40.00 CH

TRADEMARK ASSIGNMENT

WHEREAS, Home Shopping Network, Inc., ("Home Shopping Network"), a Delaware corporation, whose address is 1 HSN Drive, St. Petersburg, Florida 33729, adopted and used the trademark "CERVELLE" (the "Mark") which is the subject of U.S. Reg. No. 1,782,775;

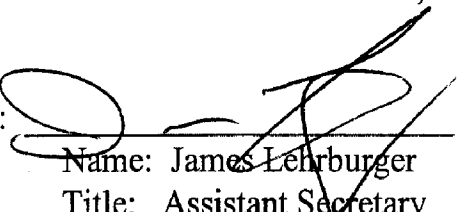
WHEREAS, HSN LP ("HSN"), a Delaware limited partnership, whose address is 1 HSN Drive, St. Petersburg, Florida 33729, is desirous of acquiring any and all right that Home Shopping Network, Inc. may have in and to the said Mark, including the goodwill of the Mark, as well as the registration therefor;

NOW THEREFORE, for good and valuable consideration, the receipt of which is acknowledged, Home Shopping Network does hereby assign unto HSN all right, title and interest in and to the Mark, including the goodwill of the Mark and the business to which it pertains, and to the registration therefor.

HOME SHOPPING NETWORK, INC.



By:


Name: James Lehrburger
Title: Assistant Secretary

Sworn to and subscribed before me this 16 day of December, 2002.

