

4-16-03 TRAC



OFFICE OF PUBLIC RECORDS

102424289

To The Honorable Commissioner of Patents and Trademarks

original document or copy thereof.

2003 APR 16 AM 8:40

FINANCE SECTION

1. Name of conveying party(ies)

QVC, INC.

(Delaware Corporation)

2. Name and address of receiving party(ies)

Name: ER Marks, Inc.

Internal Address: _____

Street Address: Suite 205B; Bancroft Bldg
3411 Silverside Road; Concord PlazaCity: Wilmington State: DE Zip: 19810☐ Individual(s)☐ Association☐ General Partnership☐ Limited Partnership☒ Corporation-State☐ Other _____Additional names(s) of conveying party(ies) attached? ☐ Yes ☐ No

3. Nature of conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ Other _____☐ Individual(s) citizenship _____☐ Association _____☐ General Partnership _____☐ Limited Partnership _____☒ Corporation State Delaware☐ 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 ☐ NoExecution Date: April 7, 2003

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

A) Trademark Application No.(s)

B) Trademark Registration No.(s)

2,576,437Additional numbers attached? ☐ Yes ☐ No

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

CAESAR, RIVISE, BERNSTEIN,
COHEN & POKOTILOV, 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..... 17. Total fee (37 CFR 3.41)..... \$ 40☒ 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

Signature

April 10, 2003

Date

04/17/2003 EDOOPER 00000136 030075 2576437

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Total number of pages including cover sheet, attachments and document: 4Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents and Trademarks; Box Assignments; Washington DC 20231

TRADEMARK

REEL: 002714 FRAME: 0807

ASSIGNMENT

WHEREAS, **QVC, INC.** a corporation organized and existing under the laws of the State of Delaware, having a place of business at Studio Park, West Chester, Pennsylvania 19380 (hereinafter "ASSIGNOR") is the proprietor of the mark **QVC'S PRODUCT FINDER**, prints, signs and labels on which said mark has appeared and United States Certificate of Registration No. 2,576,437, registered on June 4, 2002.

WHEREAS, for good and valuable consideration assignor assigned and transferred to **ER MARKS, INC.**, a Corporation organized and existing under the laws of the State of Delaware and having a place of business at 3411 Silverside Road; Bancroft Building; Suite 205B; Concord Plaza Wilmington, DE 19810, (hereinafter "ASSIGNEE") all of the right, title and interest of said ASSIGNOR in and to the mark **QVC'S PRODUCT FINDER**, prints, signs and labels on which said mark has appeared, all registrations and applications for the registration of said mark and the goodwill of the business associated with and symbolized mark, prints, signs and labels; and

WHEREAS, it is the desire of ASSIGNOR and ASSIGNEE to record the assignment of said mark and the transfer to ASSIGNEE of the aforesaid 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 its mark **QVC'S PRODUCT FINDER** all prints, signs and labels on which the mark **QVC'S PRODUCT FINDER** has appeared, United States Certificate of Registration No. 2,576,437 and any application or trademark registration of said mark, the prints, signs and labels

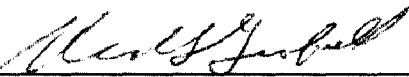
and the goodwill of the business associated with and symbolized by the mark, prints, signs and labels on which the mark has appeared.

Included in this assignment is the entire right, title and interest in and to the mark and the United States Certificate of Registration No. 2,576,437 together with the goodwill of the business associated with and symbolized by the mark. Also, included in this assignment are any and all rights which ASSIGNOR has against persons who have infringed upon the mark, prints, signs and labels and United States Certificate of Registration No. 2,576,437. These rights include the right to sue and recover for all damages and profits arising out of past infringement of the mark, prints, signs and labels and United States Certificate of Registration No. 2,576,437.

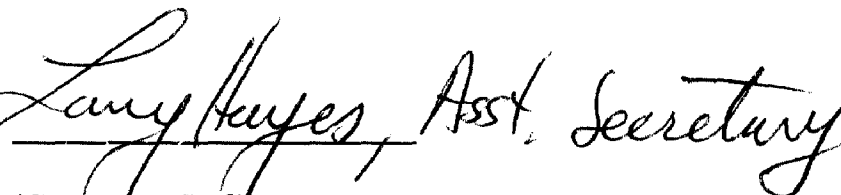
IN WITNESS WHEREOF, **QVC, INC.** has caused this Assignment to be signed by its *Senior Vice President, Neal S. Grabell*, hereunto duly authorized, and has caused its corporate seal to be hereunto affixed and duly attested this

7th day of April, 2003.

QVC, INC.

By 
Name : Neal S. Grabell
Title: Senior Vice President

ATTEST:

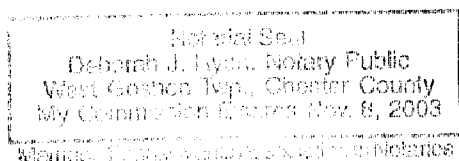
 Asst. Secretary
(Corporate Seal)

Commonwealth of Pennsylvania

County of Chester

:
: SS West Chester, PA
:

On this 7th day of April, 2003 before me personally appeared **Neal S. Grabell**, to me known, who after being duly sworn, did depose and say that at the time of the Assignment is the **Senior Vice President of QVC, INC.**, a Delaware Corporation, the corporation described herein, and which executed the above instrument; that 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 **QVC, INC.** and he signed his name thereto by like order.



Deborah J. Lynn (SEAL)
Notary Public

MY COMMISSION EXPIRES: 11/8/03