



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

102459009

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

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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): 5.22.03
Home Shopping Network, Inc.

- Individual(s)
- General Partnership
- Corporation-State Delaware
- 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: 5/15/2003; EFFECTIVE DATE 5/1/00

2. Name and address of receiving party(ies)
Name: Home Shopping Club 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).....\$ 40 -

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:
50 1069 2003

DO NOT USE THIS SPACE

9. Signature.

SUSAN D. WEIS
Name of Person Signing

Susan D. Weis
Signature

5/21/03
Date

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

05/20/2003 ECDDPER 00000044 501069 1782775

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

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ASSIGNMENT OF U. S. TRADEMARK

WHEREAS, Home Shopping Network, Inc., a Delaware corporation, (“Assignor”) is the owner of the U.S. Trademark Registration No. 1,782,775 for the mark CERVELLE; and

WHEREAS, Home Shopping Club LP, a Delaware limited partnership, (“Assignee”) desires to acquire the entire right, title and interest in, to and under said Trademark, including the right to bring actions for infringement of the trademark occurring prior to the date of this Assignment;

NOW, THEREFORE, for good and valuable consideration, legal sufficiency of which is hereby acknowledged by Assignor, Assignor does hereby sell, assign, transfer and set over to said Assignee all its right, title and interest in, to and under said Trademark, together with the goodwill of the business symbolized by the trademark, together with all rights and privileges granted and secured thereby, including the right to sue and recover for any past infringement, said rights to be held and enjoyed by Assignee, for its own benefit and for the use and benefit of its successors, assigns or other legal representatives as fully and entirely as the same would have been held and enjoyed by said Assignor if the Assignment had not been made.

The effective date of this Assignment is May 1, 2000.

Executed this 15th day of May, 2003.

HOME SHOPPING NETWORK, INC.

By: 

Name: James Lehrburger

Title: Assistant Secretary