

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Concepts Direct, Inc.		12/31/2004	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Direct Retailing, Inc.		
Street Address:	1600 West Jackson		
City:	Ozark		
State/Country:	MISSOURI		
Postal Code:	65721		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	1920449	LINDA ANDERSON	
Registration Number:	2706508	NEWBARGAINS	
Registration Number:	1738273	THE MUSIC STAND	
Registration Number:	2411441	YOURCOUNTRYSTORE	
CORRESPONDENCE DATA			
Fax Number:	(303)623-9222		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(303) 623-9000		
Email:	mmeyer@rothgerber.com		
Correspondent Name:	Mark A. Meyer		
Address Line 1:	Rothgerber, Johnson & Lyons LLP		
Address Line 2:	1200 Seventeenth Street, Suite 3000		
Address Line 4:	Denver, COLORADO 80202		
NAME OF SUBMITTER:	Mark A. Meyer		
Signature:	/Mark A. Meyer/		

OP \$115.00 1920449

Date:

01/07/2005

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS, **CONCEPTS DIRECT, INC.** ("Assignor"), a Delaware corporation, with principal offices located at 2950 Colorful Avenue, Longmont, Colorado 80504, has adopted, used, and is using the marks which are registered in the United States Patent and Trademark Office ("USPTO"), as identified below:

Registration No.	Mark	Registration Date	Location of Registration
1,920,449	LINDA ANDERSON	9/19/95	USPTO
2,217,878	LINDA ANDERSON'S COLLECTIBLES	1/12/99	USPTO
2,706,508	NEW BARGAINS	4/15/03	USPTO
1,738,273	THE MUSIC STAND	12/8/92	USPTO
2,241,441	YOURCOUNTRYSTORE	12/5/02	USPTO

and

WHEREAS, **DIRECT RETAILING, INC.** ("Assignee"), a Delaware corporation with principal offices located at 1600 West Jackson, Ozark, MO 65721, is desirous of acquiring said marks and the registrations thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said **CONCEPTS DIRECT, INC.** does hereby assign to **DIRECT RETAILING, INC.**, all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the registration thereof identified above.

CONCEPTS DIRECT, INC.

By *Zaid Haddad*
 Name: Zaid Haddad
 Title: Chief Financial Officer/Secretary

Date: December 31, 2004

STATE OF COLORADO)
) ss.
 COUNTY OF Weld)

The foregoing was acknowledged before me this 31 day of December, 2004, by Zaid Haddad, the Chief Financial Officer and Secretary of Concepts Direct, Inc., a corporation under the laws of Delaware, on behalf of the corporation.

(NOTARIAL STAMP OR SEAL)



Dana R. Hill
 Signature of person taking Acknowledgment

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