

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
QVC, INC.		01/27/2005	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	DIAMONIQUE CORPORATION		
Street Address:	1200 Wilson Drive		
City:	West Chester		
State/Country:	PENNSYLVANIA		
Postal Code:	19380		
Entity Type:	CORPORATION: NEW JERSEY		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2599138	FOR EVERY FACET OF YOUR LIFE	
Registration Number:	2602491	FOR EVERY FACET OF YOUR LIFE	
CORRESPONDENCE DATA			
Fax Number:	(215)751-1142		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215-567-2010		
Email:	mpokotilow@crbcp.com		
Correspondent Name:	Manny D. Pokotilow		
Address Line 1:	1635 Market Street		
Address Line 2:	Seven Penn Center - 11th Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103		
NAME OF SUBMITTER:	Manny D. Pokotilow		
Signature:	/mdp/		
Date:	01/28/2005		

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Total Attachments: 3

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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 trademark/service mark FOR EVERY FACET OF YOUR LIFE, prints, signs and labels on which said marks have appeared and United States Certificate of Registration No. 2,599,138, registered on July 23, 2002 and United States Certificate of Registration No. 2,602,491, registered on July 30, 2002.

WHEREAS, for good and valuable consideration assignor assigned and transferred to **DIAMONIQUE CORPORATION.**, a corporation organized and existing under the laws of the State of New Jersey, having a place of business at 1200 Wilson Drive, West Chester, Pennsylvania 19380, (hereinafter "ASSIGNEE") all of the right, title and interest of said ASSIGNOR in and to the marks FOR EVERY FACET OF YOUR LIFE, prints, signs and labels on which said marks have appeared, all registrations and applications for the registrations of said marks and the goodwill of the business associated with and symbolized marks, prints, signs and labels; and

WHEREAS, it is the desire of ASSIGNOR and ASSIGNEE to record the assignment of said marks and the transfer to ASSIGNEE of the aforesaid marks.

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 marks FOR EVERY FACET OF YOUR LIFE all prints, signs and labels on which the marks FOR EVERY FACET OF YOUR LIFE have appeared, United States Certificate of Registration No. 2,599,138 and United States Certificate of Registration No.


2,602,491 and any application or trademark registration of said marks, the prints, signs and labels

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

Included in this assignment is the entire right, title and interest in and to the marks and the United States Certificate of Registration No. 2,599,138 and United States Certificate of Registration No. 2,602,491 together with the goodwill of the business associated with and symbolized by the marks. Also, included in this assignment are any and all rights which ASSIGNOR has against persons who have infringed upon the marks, prints, signs and labels and United States Certificate of Registration No. 2,599,138 and United States Certificate of Registration No. 2,602,491. These rights include the right to sue and recover for all damages and profits arising out of past infringement of the marks, prints, signs and labels and United States Certificate of Registration No. 2,599,138 and United States Certificate of Registration No. 2,602,491.

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 27th, day of January, 2005.

QVC, INC.

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

ATTEST:

(Corporate Seal)

Commonwealth of Pennsylvania

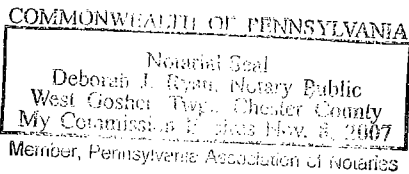
:
: SS *West Chester, PA*

County of Chester

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On this 27th day of January, 2005 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. Ryan (SEAL)
Notary Public



MY COMMISSION EXPIRES: *11/8/07*