

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.		03/30/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	RS Marks, Inc.		
Street Address:	3411 Silverside Road, Concord Plaza		
City:	Wilmington		
State/Country:	DELAWARE		
Postal Code:	19810		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78659732	SAVOR	
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:	trademarks@crbcp.com		
Correspondent Name:	Manny D. Pokotilow, Esq.		
Address Line 1:	1635 Market Street - 7 Penn Center		
Address Line 2:	11th Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19103-2212		
ATTORNEY DOCKET NUMBER:	Q1001/32026		
NAME OF SUBMITTER:	Manny D. Pokotilow		
Signature:	/mdp/		
Date:	07/17/2006		

CH \$40.00 78659732

Total Attachments: 3

source=Assignment between QVC and RS Marks #page1.tif

source=Assignment between QVC and RS Marks #page2.tif

source=Assignment between QVC and RS Marks #page3.tif

ASSIGNMENT

WHEREAS, QVC, INC., a Delaware corporation having a place of business at 1200 Wilson Drive, West Chester, Pennsylvania 19380 (hereinafter "ASSIGNOR"), has adopted and has used the trademark SAVOR and is the proprietor of Trademark Application 78/659,732 for said mark, applied for on June 28, 2005 (the "MARK")

WHEREAS, for good and valuable consideration ASSIGNOR desires to assign and transfer to RS MARKS, INC, a corporation organized under the laws of the State of Delaware and having a place of business at 3411 Silverside Road, Concord Plaza, Wilmington, DE 19810 (hereinafter "ASSIGNEE") all of the right, title and interest of said ASSIGNOR in and to the MARK and any and all goodwill of the business associated with and symbolized by the MARK, and any other rights associated therewith, and

WHEREAS, it is the further desire of ASSIGNOR and ASSIGNEE to record the assignment of said mark and the transfer to ASSIGNEE of the 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 the MARK, Application No 78/659,732 and any and all goodwill of the business associated with and symbolized by the MARK, and any other rights associated therewith

Included in this assignment are any and all rights which ASSIGNOR has against persons who have infringed upon the MARK. These rights include the right to sue and recover for all damages and profits, if any, arising out of past infringement of the MARK

IN WITNESS WHEREOF, QVC, INC , has caused this Assignment to be signed by its Executive Vice President, Neal S Grabell, thereunto duly authorized, and has caused its corporate seal to be hereunto affixed and duly attested this 30 day of March, 2006

QVC, INC

By *Neal S Grabell*

Name Neal S Grabell

Title Executive Vice President

ATTEST



(Corporate Seal)

84799

Commonwealth of Pennsylvania

. SS *West Chester, PA*
.

County of Chester

On this 30th day of March, 2006, 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 he is the Executive 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
that he signed his name thereto by like order

COMMONWEALTH OF PENNSYLVANIA
Notarial Seal
Deborah J Ryan, Notary Public
West Goshen Twp Chester County
My Commission Expires Nov 8 2007
Member Pennsylvania Association of Notaries

Deborah J Ryan

Notary Public (SEAL)

MY COMMISSION EXPIRES *11/8/07*

84799

TRADEMARK