

## 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
Maidenform, Inc.		06/06/2007	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	QVC, Inc.		
Street Address:	Studio Park		
City:	West Chester		
State/Country:	PENNSYLVANIA		
Postal Code:	19380		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0854698	BEGUILEMENT	
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:	sal@crbcp.com		
Correspondent Name:	Salvatore Guerriero		
Address Line 1:	Caesar, Rivise, et al.		
Address Line 2:	1635 Market Street, 11th Floor		
Address Line 4:	Philadelphia, PENNSYLVANIA 19063		
ATTORNEY DOCKET NUMBER:	Q1001/40262		
NAME OF SUBMITTER:	Salvatore Guerriero		
Signature:	/SGuerriero/		
Date:	06/13/2007		

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REEL: 003560 FRAME: 0110

Total Attachments: 2

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## ASSIGNMENT

WHEREAS, MAIDENFORM, INC., a New York corporation having a place of business at 154 Avenue E, Bayonne, NJ, 07002 (hereinafter "ASSIGNOR") has adopted, used, is using and is the owner the trademark BEGUILLEMENT and is the proprietor of the trademark BEGUILLEMENT, prints, signs and labels on which said mark has appeared and United States Certificate of Registration No. 854,698, registered on August 13, 1968 in the United States Patent and Trademark Office.

WHEREAS, QVC, Inc., a Delaware corporation having its principal place of business at Studio Park, West Chester, PA 19380 (hereinafter "ASSIGNEE"), is desirous of acquiring said registered trademark.

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 trademark BEGUILLEMENT, all prints, signs and labels on which the trademark BEGUILLEMENT has appeared, United States Certificate of Registration No. 854,698 and any application or trademark registration of said trademark and any renewals thereof, the prints, signs and labels and the goodwill of the business associated with and symbolized by the trademark, prints, signs and labels on which the trademark has appeared.

Included in this assignment is the entire right, title and interest in and to the trademark BEGUILLEMENT and the United States Certificate of Registration No. 854,698, together with the goodwill of the business associated with and symbolized by the trademark. Also, included in this assignment are any and all rights which ASSIGNOR has against persons who have infringed

upon the trademark, prints, signs and labels and United States Certificate of Registration No. 854,698. These rights include the right to sue and recover for all damages and profits arising out of past, present or future infringement of the trademark BEGUILLEMENT, prints, signs and labels and United States Certificate of Registration No. 854,698, and in and to all rights corresponding to the foregoing throughout the world.

IN WITNESS WHEREOF, MAIDENFORM, INC. has caused this Assignment to be signed by its EVP, \_\_\_\_\_, hereunto duly authorized, and has caused its corporate seal to be hereunto affixed and duly attested this 6 day of ~~May~~ <sup>JUNE</sup> 2007.

MAIDENFORM, INC.

By [Signature]  
Name: STEVEN N. MASKET  
Title: EVP & GENERAL COUNSEL

ATTEST:

(Corporate Seal)

State of New Jersey :  
County of Hudson :

On this 6th day of ~~May~~ <sup>JUNE</sup> 2007, before me personally appeared S. Masket to me known, who after being duly sworn, did depose and say that at the time of the Assignment is the EVP of MAIDENFORM, INC., a New York 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 MAIDENFORM, INC. and that he signed his name thereto by like order.

[Signature]  
Notary Public

[seal]

My commission expires **SHARON FALKOWITZ**  
**NOTARY PUBLIC OF NEW JERSEY**  
**MY COMMISSION EXPIRES 12/03/2008**  
**ID NO. 2160429**