

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
HSN, Inc.		06/19/2009	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	QVC, Inc.		
<b>Street Address:</b>	Studio Park		
<b>City:</b>	West Chester		
<b>State/Country:</b>	PENNSYLVANIA		
<b>Postal Code:</b>	19380		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2504107	CHRISTMAS IN JULY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(215)751-1142		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	215-567-2010		
<b>Email:</b>	trademarks@crbcp.com, crbcpltd@gmail.com, mlozada@crbcp.com		
<b>Correspondent Name:</b>	Manny Pokotilow / Caesar Rivise et al		
<b>Address Line 1:</b>	1635 Market Street - 7 Penn Center		
<b>Address Line 2:</b>	11th Floor		
<b>Address Line 4:</b>	Philadelphia, PENNSYLVANIA 19103		
ATTORNEY DOCKET NUMBER:	Q1001/32216		
NAME OF SUBMITTER:	Manny D. Pokotilow		
Signature:	/mdp/		

CH \$40.00 2504107

Date:

07/23/2009

Total Attachments: 2

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## ASSIGNMENT

WHEREAS, HSN, INC., a Delaware corporation having a place of business at 1 HSN Drive, St. Petersburg, FL 33729 (hereinafter "ASSIGNOR") has adopted, used, is using and is the owner the service mark CHRISTMAS IN JULY and is the proprietor of the service mark CHRISTMAS IN JULY and United States Certificate of Registration No. 2,504,107 therefor, registered on November 6, 2001 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 service mark and United States Certificate of Registration No. 2,504,107 therefor.

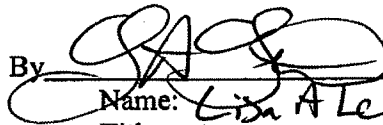
NOW THEREFORE, IN CONSIDERATION of the sum of one dollar and other good and valuable consideration paid by ASSIGNEE to ASSIGNOR, the receipt and sufficiency of which is hereby acknowledged by ASSIGNOR, and in further consideration of the fact that it is the desire of ASSIGNOR to be legally bound hereby, said ASSIGNOR does hereby sell, assign and transfer unto ASSIGNEE its service mark CHRISTMAS IN JULY, and United States Certificate of Registration No. 2,504,107, and any application or registration of said service mark and any renewals thereof, and the goodwill of the business connected with, associated with and symbolized by such service mark and service mark registration.

Included in this assignment is the entire right, title and interest in and to the mark CHRISTMAS IN JULY, and United States Certificate of Registration No. 2,504,107 therefor, together with the goodwill of the business connected with, associated with and symbolized by such service mark and service mark registration. Also, included in this assignment are any and all rights which ASSIGNOR has against persons who have infringed upon the service mark CHRISTMAS IN JULY and United States Certificate of Registration No. 2,504,107 therefor.

These rights include the right to sue and recover for all damages and profits arising out of past, present or future infringement of the service mark CHRISTMAS IN JULY and United States Certificate of Registration No. 2,504,107 therefor, and in and to all rights corresponding to the foregoing throughout the world.

IN WITNESS WHEREOF, HSN, INC. has caused this Assignment to be signed by its Executive Vice President, hereunto duly authorized, and has caused its corporate seal to be hereunto affixed and duly attested this 19<sup>th</sup> day of June 2009.

HSN, INC.

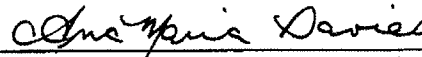
By   
Name: Lisa A Letizio  
Title: Executive Vice President

ATTEST:

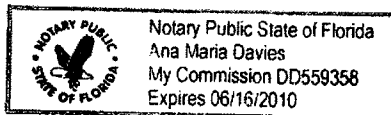
(Corporate Seal)

State of Florida :  
County of Piñellas :

On this 19<sup>th</sup> day of June 2009, before me personally appeared LISA, to me known who after being duly sworn, did depose and say that at the time of the Assignment is the EVP of HSN, 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 HSN, INC. and that he signed his name thereto by like order. Person  
Resumes

  
Notary Public Ana Maria Davies

[seal]



My commission expires: 6/16/10