

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
HSN LP		11/13/2009	LIMITED PARTNERSHIP: DELAWARE

RECEIVING PARTY DATA

Name:	Flageoli, Ltd.
Street Address:	7310 Smoke Ranch Rd. - Ste. "I"
City:	Las Vegas
State/Country:	NEVADA
Postal Code:	89128
Entity Type:	LIMITED LIABILITY COMPANY: NEVADA

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3280270	DAILY ESSENTIALS

CORRESPONDENCE DATA

Fax Number: (310)829-9018
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: (310) 829-2805
 Email: daphneb@earthlink.net
 Correspondent Name: Daphne Sheridan Bass
 Address Line 1: 921 26th Street
 Address Line 4: Santa Monica, CALIFORNIA 90403

NAME OF SUBMITTER:	Daphne Sheridan Bass
Signature:	/daphne sheridan bass/
Date:	04/21/2010

Total Attachments: 2

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**TRADEMARK
 REEL: 004189 FRAME: 0995**

OP \$40.00 3280270

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ASSIGNMENT OF TRADEMARK

WHEREAS, HSN LP, a limited partnership organized under the laws of the State of Delaware, located at 1 HSN Drive, St. Petersburg, Florida 33729 hereinafter ("Assignor") has used the trademark DAILY ESSENTIALS (hereinafter referred to as "the said mark") filed in the United States Patent and Trademark Office as set forth on the attached Exhibit "A"; and

WHEREAS, Flageoli, Ltd., a limited liability company in the State of Nevada, with offices at 7310 Smoke Ranch Rd. - Ste. "T", Las Vegas, Nevada (hereinafter "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the said mark and the registration therefor, together with the goodwill of the business in connection with which the said mark is used and which is symbolized by the said mark, along with the right to recover damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the said mark and the registration therefor for the United States and throughout the world together with the goodwill of the business in connection with which the said mark is used and which is symbolized by the said mark, along with the right to recover for damages and profits for past infringements thereof;

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest the Assignor's rights, title, and interest in and to the said mark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

ASSIGNOR

HSN LP, a Delaware limited partnership
By: HSN, Inc., a Delaware corporation, its general partner


By: 
Vice President and Senior Counsel



EXHIBIT "A"

MARK : DAILY ESSENTIALS

DATE OF FILING : February 20, 2002

GOODS : Cosmetics and non-medicated skin care preparations

DATE OF REGISTRATION : August 14, 2007

REGISTRATION NUMBER: 3280270