

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
HSNi, LLC	FORMERLY HSN LP	06/11/2010	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	HSNi, LLC
Street Address:	160 Greentree Drive
Internal Address:	Suite 101
City:	Dover
State/Country:	DELAWARE
Postal Code:	19904
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 79

Property Type	Number	Word Mark
Registration Number:	1759021	TOOTIE
Registration Number:	1286508	HSC
Registration Number:	1475501	TOOTIE
Registration Number:	3785500	CURATIONS
Registration Number:	3677611	CURATIONS
Registration Number:	2875115	AUTO-SHIP
Registration Number:	3223122	OAK CREEK HOME
Registration Number:	2948831	OAK CREEK HOME
Registration Number:	2967584	OAK CREEK HOME
Registration Number:	3223121	OAK CREEK HOME
Registration Number:	3227968	OAK CREEK HOME
Registration Number:	2288160	WHERE SHOPPING COMES TO LIFE
Registration Number:	2992813	HIGHGATE MANOR

CH \$1990.00 1759021

Registration Number:	2992815	HIGHGATE MANOR
Registration Number:	2948826	HIGHGATE MANOR
Registration Number:	2971410	HIGHGATE MANOR
Registration Number:	2971436	HIGHGATE MANOR
Registration Number:	2992814	HIGHGATE MANOR
Registration Number:	3148655	HIGHGATE MANOR
Registration Number:	3148661	HIGHGATE MANOR
Registration Number:	3148658	HIGHGATE MANOR
Registration Number:	3148657	HIGHGATE MANOR
Registration Number:	3148754	HIGHGATE MANOR
Registration Number:	2944522	SIMPLY GO
Registration Number:	2977234	ENJOY THE SHOW
Registration Number:	2946518	SIMPLY GO
Registration Number:	2950158	XTRAVAGANT
Registration Number:	2993174	ABSOLUTE XTRAVAGANT
Registration Number:	2950327	SOUTH STREET LOFT
Registration Number:	3030260	SOUTH STREET LOFT
Registration Number:	3148645	SOUTH STREET LOFT
Registration Number:	2800179	RUN & SCORE
Registration Number:	3648786	TIMELESS GOLD
Registration Number:	3568184	HSN ON DEMAND
Serial Number:	77431992	FLASHBUY
Registration Number:	3699828	TIMELESS GOLD
Serial Number:	77294847	CLOSETOPIA
Registration Number:	1998814	HSN
Serial Number:	77190293	MY HSN
Registration Number:	2228520	AJ. VALENCI
Registration Number:	1759382	ESSENCE OF TIME
Registration Number:	1484684	HSC
Registration Number:	1482734	HSN
Registration Number:	2585257	HSN
Registration Number:	1626975	TECHNIBOND
Registration Number:	2178553	WE HAVE WHAT YOU WANT
Registration Number:	1723062	AJ. VALENCI
Registration Number:	3732578	WINTER LANE

Registration Number:	3690556	WINTER LANE
Serial Number:	77635654	WINTER LANE
Registration Number:	3729791	WINTER LANE
Registration Number:	3729793	WINTER LANE
Registration Number:	3729792	WINTER LANE
Registration Number:	3729794	WINTER LANE
Registration Number:	3732579	WINTER LANE
Registration Number:	3687405	WINTER LANE
Serial Number:	77635777	WINTER LANE
Registration Number:	1712529	
Registration Number:	2527457	HSN
Registration Number:	2009383	HOME SHOPPING NETWORK
Registration Number:	2538721	HOME SHOPPING CLUB
Registration Number:	3135229	BIJOUX NOUVEAUX
Registration Number:	3095233	AJ VALENCI
Registration Number:	3016329	PERFECT STYLE
Registration Number:	3036772	BELLEZZA
Registration Number:	3162238	HGM
Registration Number:	3604398	HYPNOTIC QUARTZ
Registration Number:	3157462	CONCIERGE COLLECTION
Registration Number:	3138694	CONCIERGE COLLECTION
Registration Number:	3139202	CONCIERGE COLLECTION
Registration Number:	3819597	CONCIERGE COLLECTION
Serial Number:	77757426	CONCIERGE COLLECTION
Serial Number:	77759297	CONCIERGE COLLECTION
Registration Number:	2478125	HSN
Registration Number:	2516940	DECK THE HALLS
Registration Number:	3591727	SCARLETRINE
Registration Number:	3636500	THEME
Registration Number:	3704896	HSN SHOP BY REMOTE
Registration Number:	3002861	DAIS-EASE

CORRESPONDENCE DATA

Fax Number: (813)229-4133

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

TRADEMARK
REEL: 004252 FRAME: 0101

Phone: 813-223-7000
Email: trademarks@carltonfields.com
Correspondent Name: William Giltinan
Address Line 1: P.O. Box 3239
Address Line 2: Attn: IP Dept.
Address Line 4: Tampa, FLORIDA 33601-3239

ATTORNEY DOCKET NUMBER:	55270/42345
NAME OF SUBMITTER:	William Giltinan
Signature:	/William Giltinan/
Date:	08/02/2010

Total Attachments: 4
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Delaware

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The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE LIMITED PARTNERSHIP UNDER THE NAME OF "HSN LP" TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "HSN LP" TO "HSNI, LLC", FILED IN THIS OFFICE ON THE SEVENTEENTH DAY OF JUNE, A.D. 2010, AT 1:31 O'CLOCK P.M.

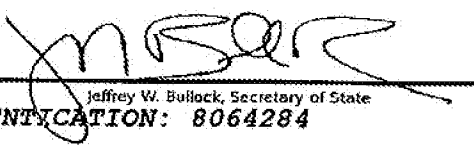
AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE TWENTIETH DAY OF JUNE, A.D. 2010, AT 5 O'CLOCK P.M.

2854824 8100V

100666406

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8064284

DATE: 06-18-10

TRADEMARK
REEL: 004252 FRAME: 0103

CERTIFICATE OF CONVERSION
CONVERTING
HSN LP
(a Delaware limited partnership)

TO

HSNi, LLC
(a Delaware limited liability company)

The Certificate of Conversion is being filed for the purpose of converting HSN LP, a Delaware limited partnership (the "Converting Partnership"), to a Delaware limited liability company to be named "HSNi, LLC" (the "Company"), pursuant to Section 18-214 of the Delaware Limited Liability Company Act, 6 DEL. C. Sections 18-101 et seq. (the "Delaware LLC Act").

The undersigned, as an authorized person of the Converting Partnership, does hereby certify as follows:

1. Name of Converting Corporation. The name of the Converting Partnership immediately prior to the filing of this Certificate of Conversion was HSN LP.
2. Date and Jurisdiction of Organization of Converting Partnership. The date on which and the jurisdiction where, the Converting Partnership was formed, which jurisdiction has not changed, are as follows:

<u>Date</u>	<u>Jurisdiction</u>
2/3/98	Delaware
3. Name of Converted Limited Liability Company. The name of the Delaware limited liability company to which the Converting Partnership is being converted and the name set forth in the Certificate of Formation of the Company filed in accordance with Section 18-214(b) of the Delaware LLC Act is "HSNi, LLC".
4. Effective Time. The effective date and time of this Certificate shall be 5:00 p.m. Eastern Time, on June 20, 2010.

IN WITNESS WHEREOF, the undersigned has duly executed this Certificate of Conversion as of June 11, 2010.

HSN LP by HSN, Inc.
Its General Partner

By: 

Linda C. Frazier
Vice President, Senior Counsel and
Assistant Secretary

Delaware

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The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "HSNI, LLC" FILED IN THIS OFFICE ON THE SEVENTEENTH DAY OF JUNE, A.D. 2010, AT 1:31 O'CLOCK P.M.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF FORMATION IS THE TWENTIETH DAY OF JUNE, A.D. 2010, AT 5 O'CLOCK P.M.

2854824 8100V

100666406

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8064284

DATE: 06-18-10

TRADEMARK
REEL: 004252 FRAME: 0105

CERTIFICATE OF FORMATION

OF

HSNI, LLC

This Certificate of Formation of HSNI, LLC ("LLC"), dated as of June 11, 2010, is being duly executed and filed by Gregory J. Henchel, as an authorized person, to form a limited liability company under the Delaware Limited Liability Company Act, 6 Del. C. §§ 18-101 *et seq.*

1. Name. The name of the limited liability company formed hereby is HSNI, LLC.
2. Registered Office. The address of the registered office of the limited liability company in the State of Delaware is 160 Greentree Drive, Suite 101, Dover, Delaware 19904.
3. Registered Agent. The name and address of the registered agent for service of process on LLC in the State of Delaware is National Registered Agents, Inc., 160 Greentree Drive, Suite 101, Dover, Delaware 19904.
4. Effective Time. The effective date and time of this Certificate shall be 5:00 p.m. Eastern Time on June 20, 2010.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation as of the date first above written.



Gregory J. Henchel
Authorized Person