

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
ValueVision Media, Inc.		09/09/2011	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	VitaLinks Productions LLC		
Street Address:	2825 Ironwood Boulevard		
City:	Chaska		
State/Country:	MINNESOTA		
Postal Code:	55318		
Entity Type:	LIMITED LIABILITY COMPANY: MINNESOTA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2994975	PAMELA MCCOY	
Registration Number:	3206874		
CORRESPONDENCE DATA			
Fax Number:	(612)375-1143		
Phone:	612-904-5607		
Email:	bjp@kskpa.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Bruce J. Parker		
Address Line 1:	90 South Seventh Street, Suite 5500		
Address Line 2:	Kaplan, Strangis and Kaplan, P.A.		
Address Line 4:	Minneapolis, MINNESOTA 55402		
NAME OF SUBMITTER:	Bruce J. Parker		
Signature:	/bruce j parker/		
Date:	10/13/2011		
Total Attachments: 1 source=DOCS-#121546-v1-Trademark_Assignment#page1.tif			

OP \$65.00 2994975

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is made, executed and delivered as of September 9, 2011 by ValueVision Media, Inc., a Minnesota corporation ("Assignor"), for the benefit of VitaLinks Productions LLC, a Minnesota limited liability company ("Assignee").

WHEREAS, Assignor and Assignee entered into that certain Settlement Agreement dated as of July 30, 2009 (the "Agreement"), pursuant to which Assignor has agreed to assign and transfer to Assignee all of Assignor's right, title and interest in, to and under the trademark registrations listed below (the "Trademarks"), together with all goodwill associated therewith:

- a. Pamela McCoy - Reg. No. 2,994,975
- b. Spiral Design - Reg. No. 3,206,874

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby irrevocably transfers and assigns to Assignee, and Assignee hereby accepts the transfer and assignment of, all of Assignor's right, title and interest in, to and under the Trademarks, together with the goodwill associated therewith or which is symbolized thereby, including all rights to sue for infringement of any Trademark, whether arising prior to or subsequent to the date of this Trademark Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and any other jurisdiction, the same to be held and enjoyed by Assignee, its successors and assigns from and after the date hereof.

Assignor authorizes and requests the Commissioner of Patents and Trademarks of the United States and the equivalent office in each country in which the Trademarks are registered to record Assignee as the owner of the Trademarks and issue any trademarks which may be granted on any applications included in the Trademarks to Assignee as assignee of the entire right, title and interest therein and thereto.

IN WITNESS WHEREOF, each of the undersigned has caused this Trademark Assignment to be duly executed on its behalf by its duly authorized officer as of the date first written above.

VALUEVISION MEDIA, INC.

By: Teresa J. Dery
Name: Teresa J. Dery
Title: Senior Vice President
and General Counsel