

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
QVC, Inc.		11/30/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Fashion Footwear Charitable Foundation, Inc.		
Street Address:	274 Madison Avenue		
Internal Address:	Suite 1701		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10019		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2892262		
Registration Number:	2885571		
CORRESPONDENCE DATA			
Fax Number:	2122453009		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	2125416222		
Email:	trademark@kanekessler.com		
Correspondent Name:	Brendan P. McFeely		
Address Line 1:	1350 Avenue of Americas		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	3040-1		
NAME OF SUBMITTER:	Brendan P. McFeely		
Signature:	/bpm/		

OP \$65.00 2892262

Date:

12/11/2012

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, QVC, INC., a Delaware corporation having a place of business at 1200 Wilson Drive, West Chester, PA 19380, (hereinafter "ASSIGNOR") has adopted and has used the mark **CALLA LILY SHOE DESIGN** and is the owner of the United States Trademark Registration Nos. 2,892,262 and 2,885,571 (collectively, the "MARK").

WHEREAS, for good and valuable consideration, ASSIGNOR assigned and transferred to FASHION FOOTWEAR CHARITABLE FOUNDATION, INC., a not-for-profit IRC 501(c)(3) corporation organized under the laws of the State of New York and having a place of business at 274 Madison Avenue, Suite 1701, New York, NY 10016, (hereinafter "ASSIGNEE") all of the right, title and interest of said ASSIGNOR in and to the MARK and any and all goodwill of the business associated with and symbolized by the MARK, and any other rights associated therewith; and

WHEREAS, it is the desire of ASSIGNOR and ASSIGNEE that the Mark be transferred to the ASSIGNEE and that the assignment be recorded at the U.S. Trademark Office.

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 the MARK, U.S. Registration Nos.

2,892,262 and 2,885,571 and any and all goodwill of the business associated with and symbolized by the MARK, and any other rights associated therewith.

Included in this assignment are any and all rights which ASSIGNOR has against persons who have infringed upon the MARK and U.S. Registration Nos. 2,892,262 and 2,885,571. These rights include the right to sue and recover for all damages and profits, if any, arising out of past infringement of the MARK and U.S. Registration Nos. 2,892,262 and 2,885,571.

IN WITNESS WHEREOF, QVC, INC., has caused this Assignment to be signed by its Senior Vice President, thereunto duly authorized, this 30 day of November, 2012.

QVC, INC.

By: *Douglas V Rose*

Name: *Douglas V Rose*

Title: *SVP Programming & Marketing*

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