TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2

ETAS ID: TM320217

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
HSN Improvements, LLC		10/16/2014	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Smith+Noble Home, Inc.	
Street Address:	1181 California Ave.	
City:	Corona	
State/Country:	CALIFORNIA	
Postal Code:	92881	
Entity Type:	CORPORATION: DELAWARE	

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	3428916	SHOPBLINDS.COM

CORRESPONDENCE DATA

Fax Number: 8132294133

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 813-223-7000

trademarks@cfjblaw.com Email:

Correspondent Name: William G. Giltinan Address Line 1: PO Box 3239

Address Line 4: Tampa, FLORIDA 33601-3239

ATTORNEY DOCKET NUMBER:	55270/42345
NAME OF SUBMITTER:	William G. Giltinan
SIGNATURE:	/William G. Giltinan/
DATE SIGNED:	10/16/2014

Total Attachments: 1 source=DOC#page1.tif

> **TRADEMARK** REEL: 005381 FRAME: 0903

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TRADEMARK ASSIGNMENT

This Assignment is made nunc pro tunc May 27, 2012 ("Effective Date") by HSN Improvements, LLC, a

Delaware Limited Liability Company ("Assignor"), to Smith+Noble Home, Inc., a Delaware Corporation

("Assignee").

WHEREAS, on the Effective Date, Assignor's related companies Smith & Noble, LLC and Cornerstrone

Brands, Inc. entered into an asset purchase agreement ("Asset Purchase Agreement") under which

certain assets were transferred to Assignee;

WHEREAS, Schedule 3.6 of the Asset Purchase Agreement identified U.S. Registration 3428916 ("'916

Registration") for the trademark SHOPBLINDS.COM ("Mark") as one of the assets transferred to

Assignee;

WHEREAS, Assignee and Assignor subsequently determined that Assignor is the listed owner of the

'916 Registration in the records kept by the United States Trademark Office; and

WHEREAS, Assignor and Assignee wish to document and confirm transfer of the ownership of the

Mark and the '916 Registration to Assignee on the Effective Date;

NOW THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby

acknowledged, Assignor assigns, grants, transfers and conveys to Assignee, any and all common law and

statutory right, title and interest in and to the Mark and the '916 Registration that Assignor has or may

have, along with the good will appurtenant to the use of the Mark, as of the Effective Date. Assignee has

the right to sue in its own name for any infringements of the rights assigned herein occurring prior to the

date of this Assignment, and has the right to record this Assignment with the United States Trademark

Office and to have the Mark registered in Assignee's name.

HSN Improvements, LLC

"Assignor"

36805276.1

TRADEMARK REEL: 005381 FRAME: 0904

Date: __ 16 0 ct. 2014

RECORDED: 10/16/2014