

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM324584

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ValueVision Media, Inc.		11/18/2014	CORPORATION: MINNESOTA
RECEIVING PARTY DATA			
Name:	EVINE Live Inc.		
Street Address:	6740 Shady Oak Road		
City:	Eden Prairie		
State/Country:	MINNESOTA		
Postal Code:	55344		
Entity Type:	CORPORATION: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85760801	POSH PEARLS	
CORRESPONDENCE DATA			
Fax Number:	6123351657		
<i>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.</i>			
Phone:	6123351799		
Email:	trademark.mpl@stinsonleonard.com		
Correspondent Name:	Ruth Rivard		
Address Line 1:	150 South Fifth Street, Suite 2300		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	2056229.0100		
NAME OF SUBMITTER:	Ruth Rivard		
SIGNATURE:	/Ruth Rivard/		
DATE SIGNED:	11/28/2014		
Total Attachments: 1			
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DC Bus name

VALUEVISION MEDIA, INC.
ARTICLES OF AMENDMENT
OF
ARTICLES OF INCORPORATION

The undersigned, Teresa Dery, Secretary of ValueVision Media, Inc., a Minnesota corporation (the "Corporation"), hereby certifies that:

1. Article I of the Corporation's Articles of Incorporation is amended to read in its entirety as follows:

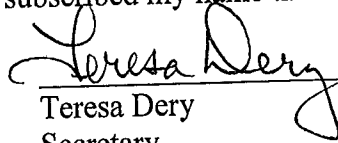
ARTICLE I

The name of the corporation (the "Corporation") is EVINE Live Inc. m-

2. This amendment was adopted pursuant to Chapter 302A of the Minnesota Statutes.

3. Pursuant to Section 302A.135, Subd.7, of the Minnesota Statutes, approval of this amendment by the shareholders of the Corporation is not required.

IN WITNESS WHEREOF, I have subscribed my name this 18th day of November, 2014.



Teresa Dery
Secretary

STATE OF MINNESOTA
DEPARTMENT OF STATE
FILED

NOV 18 2014


Secretary of State m