

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM327645

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
ValueVision Media, Inc.		11/18/2014	CORPORATION: MINNESOTA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	EVINE Live Inc.		
<b>Street Address:</b>	6740 Shady Oak Rd.		
<b>City:</b>	Eden Prairie		
<b>State/Country:</b>	MINNESOTA		
<b>Postal Code:</b>	55344		
<b>Entity Type:</b>	CORPORATION: MINNESOTA		
<b>PROPERTY NUMBERS Total: 50</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	86359971	INNOVA	
<b>Serial Number:</b>	85980947	#HOLLYWOODTRENDS	
<b>Serial Number:</b>	77871489	925 FUSION	
<b>Serial Number:</b>	86279143	ALL SEASON	
<b>Serial Number:</b>	85246653	AMELIA & BLAKE	
<b>Serial Number:</b>	86384552	ARTIQUE SILVER CREATIONS	
<b>Serial Number:</b>	85074558	BELITA	
<b>Serial Number:</b>	85646809	COOK'S COMPANION	
<b>Serial Number:</b>	85672075	COOK'S TRADITION	
<b>Serial Number:</b>	85246621	COZELLE	
<b>Serial Number:</b>	85717930	DARE TO RARE	
<b>Serial Number:</b>	85274593	DÉSORO	
<b>Serial Number:</b>	85878835	#HOLLYWOODTRENDS	
<b>Serial Number:</b>	85631019	DIAMOND TREASURES	
<b>Serial Number:</b>	85717512	DIAMOND TREASURES	
<b>Serial Number:</b>	77827786	DREAM OAKS	
<b>Serial Number:</b>	86384537	ENCHANT & 5TH	
<b>Serial Number:</b>	77917696	ENCHANTMENT	
<b>Serial Number:</b>	86237511	FIERRA	
<b>Serial Number:</b>	85672070	FLASH PRICE	
<b>TRADEMARK</b>			

CH \$1265.00 86359971

Property Type	Number	Word Mark
Serial Number:	85672082	FLASH PRICE
Serial Number:	86354228	GEM INSIDER
Serial Number:	85717413	GEM TREASURES
Serial Number:	85219241	GENEOLOGY FASHION DNA
Serial Number:	86354311	JAIPUR JEWELRY BAZAAR
Serial Number:	86129357	ULTIMATE SILVER
Serial Number:	85760801	POSH PEARLS
Serial Number:	85440147	KATE & MALLORY
Serial Number:	85831243	GLITTERSCAPE
Serial Number:	85715036	GRAND SUITES
Serial Number:	85980814	KATE & MALLORY
Serial Number:	86183205	LABRADO
Serial Number:	86354257	LIQUID COOL
Serial Number:	86279130	LUMINOSITY 925
Serial Number:	86354327	NYC II
Serial Number:	86324349	OSO CASUALS
Serial Number:	85616087	PALATINO
Serial Number:	86197070	PATHARA
Serial Number:	85334446	SEMPREGOLD
Serial Number:	85877586	SEMPRESILVER
Serial Number:	85010284	SICURO
Serial Number:	85010366	SICURO
Serial Number:	85349396	SILICORO
Serial Number:	86018795	SURESOFT
Serial Number:	86329541	SUTTON PARC
Serial Number:	85895804	TREASURED LIGHTING
Serial Number:	85375395	VIALE18K
Serial Number:	86384587	WAKE UP IN STYLE
Serial Number:	86018831	WRINKLE EASE
Serial Number:	86439927	TRAVELRIGHT

**CORRESPONDENCE DATA**

Fax Number: 6123351657

*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: 612-335-1799

Email: cheryl.classen@stinsonleonard.com

Correspondent Name: Ruth Rivard

Address Line 1: 150 South Fifth Street, Suite 2300

Address Line 4: Minneapolis, MINNESOTA 55402

**TRADEMARK**

**REEL: 005432 FRAME: 0545**

<b>ATTORNEY DOCKET NUMBER:</b>	2056229-0036 NAME CHANGE
<b>NAME OF SUBMITTER:</b>	Ruth Rivard
<b>SIGNATURE:</b>	/Ruth Rivard/
<b>DATE SIGNED:</b>	12/30/2014
<b>Total Attachments: 0</b>	

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