

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM410888

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Delivery Agent, Inc.		11/18/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	DA IP Corp.		
Street Address:	345 Lorton Avenue, Suite 303		
City:	Burlingame		
State/Country:	CALIFORNIA		
Postal Code:	94010		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3378121	SEEN ON!	
Registration Number:	1909018	SHOP TV	
Serial Number:	86913502	SHOPTV	
Serial Number:	87012368	SHOPTV	
Serial Number:	87012369	SHOPTV	
Serial Number:	87226680	THE OFFICIAL	
CORRESPONDENCE DATA			
Fax Number:	2124512222		
<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:	212-451-2300		
Email:	tcarmichael@olshanlaw.com, aprovencio@olshanlaw.com		
Correspondent Name:	Tamara Carmichael - OLSHAN FROME WOLOSKY		
Address Line 1:	1325 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10019		
ATTORNEY DOCKET NUMBER:	010033-005 tfc		
NAME OF SUBMITTER:	Tamara Carmichael		
SIGNATURE:	/Tamara Carmichael/		
DATE SIGNED:	01/03/2017		

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Total Attachments: 5

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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is effective as of November 18, 2016 by and between Delivery Agent, Inc., a Delaware corporation, having a place of business at 300 California Street, 3rd Floor, San Francisco, California 94104, Shop the Shows, LLC, a Delaware limited liability company, and Clean Fun Liquidating Corp., f/k/a Clean Fun Promotional Marketing, Inc., a California corporation (collectively, "Assignors") and DA IP Corp., a Delaware corporation ("Assignee").

WHEREAS, Assignors own all the right, title and interest in and to the trademarks shown in the attached schedule ("Exhibit A"), and any and all common law rights related to the trademarks listed in Exhibit A ("Trademarks"), together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the Trademark applications and registrations listed in Exhibit A;

WHEREAS, Assignee desires to acquire all of Assignors' right, title and interest in and to the Trademarks, and any and all common law rights related to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the Trademark applications and registrations listed in Exhibit A;

WHEREAS, Assignors desire to assign to Assignee all of its right, title and interest in and to the Trademarks, and any and all common law rights related to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the Trademark applications and registrations listed in Exhibit A;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignors hereby assign and transfer to Assignee all of Assignors' right, title and interest in and to the Trademarks, and any and all common law rights related to the Trademarks,

together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the Trademark applications and registrations listed in Exhibit A.

Assignors agree to execute any further papers and to do such other acts as may be necessary and proper to vest full title in and to the Trademarks and other corresponding rights in the Assignee, and to assist Assignee in registering, enforcing, and defending the Trademarks.

Assignors hereby grant to Assignee the power of attorney and the power of attorney in fact to execute such documents as Assignee may find necessary or convenient to complete the transfer of ownership of the Trademarks and related rights. Assignors hereby consent to the recordation of this assignment with U.S. Patent & Trademark Office.

[Signature page follows]

ASSIGNORS:

Delivery Agent, Inc.

By: 

Name: Mark Epstein

Title: Vice President, Secretary and General Counsel

Shop the Shows, LLC

By: 

Name: Mark Epstein

Title: Vice President, Secretary and General Counsel

Clean Fun Liquidating Corp.,
f/k/a Clean Fun Promotional Marketing, Inc.

By: 

Name: Mark Epstein

Title: Vice President, Secretary and General Counsel

ASSIGNEE:

DA IP Corp.

By: _____

Name: Sean M. McAvoy

Title: Chairman of the Board

[signature page to Delivery Agent Trademark Assignment]

ASSIGNORS:

Delivery Agent, Inc.

By: _____
Name: Mark Epstein
Title: Vice President, Secretary and General Counsel

Shop the Shows, LLC

By: _____
Name: Mark Epstein
Title: Vice President, Secretary and General Counsel

Clean Fun Liquidating Corp.,
f/k/a Clean Fun Promotional Marketing, Inc.

By: _____
Name: Mark Epstein
Title: Vice President, Secretary and General Counsel

ASSIGNEE:



DA IP Corp.

By: _____
Name: Sean M. McAvoy
Title: Chairman of the Board

[signature page to Delivery Agent Trademark Assignment]

EXHIBIT A

Schedule of Trademarks

	Mark	App. No.	Reg. No.	App. Date	Reg. Date	Owner
1.	Seen On! & Design 	77198978	3378121	Jun. 6, 2007	Feb. 5, 2008	Delivery Agent, Inc.
2.	SHOP TV & Design 	74536164	1909018	Jun. 10, 1994	Aug. 01, 1995	Delivery Agent, Inc.
3.	SHOPTV	86913502		Feb. 19, 2016		Delivery Agent, Inc.
4.	SHOPTV	87012368		Apr. 25, 2016		Delivery Agent, Inc.
5.	SHOPTV	87012369		Apr. 25, 2016		Delivery Agent, Inc.
6.	THE OFFICIAL	87226680		Nov. 4, 2016		Delivery Agent, Inc.