

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM457831

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Helen Andrews, Inc.		11/28/2017	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HSN Holding LLC		
<b>Street Address:</b>	1 HSN Drive		
<b>City:</b>	St. Petersburg		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33729		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4756301	BELLEZA JEWELRY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8132294133		
<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>			
<b>Phone:</b>	8132237000		
<b>Email:</b>	trademarks@carltonfields.com		
<b>Correspondent Name:</b>	C. Douglas McDonald		
<b>Address Line 1:</b>	PO Box 3239		
<b>Address Line 4:</b>	Tampa, FLORIDA 33601		
<b>NAME OF SUBMITTER:</b>	C. Douglas McDonald		
<b>SIGNATURE:</b>	/C. Douglas McDonald/		
<b>DATE SIGNED:</b>	01/12/2018		
<b>Total Attachments: 1</b>			
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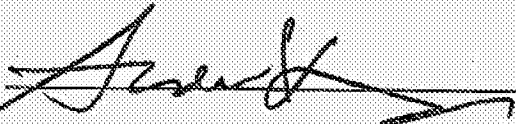
CH \$40.00 4756301

ASSIGNMENT OF TRADEMARK

By this assignment having an effective date of 11/28/2017, Helen Andrews, Inc. ("ASSIGNOR"), a corporation of New York, having an address of 48 West 37<sup>th</sup> Street, New York, NY 10018, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, receipt of which is hereby acknowledged, transfers and assigns to HSN Holding LLC ("ASSIGNEE"), a corporation of the state of Delaware, having an address of 1 HSN Drive, St. Petersburg, FL 33729, all right, title and interest Assignor has or may have in and to the trademark BELLEZA JEWELRY, along with U.S. Registration No. 4,756,301, and including all goodwill associated therewith.

HELEN ANDREWS, INC.

Date: 11/28/2017

By: 

Name: Andrew Kelapire

Title: EVP

ASSIGNOR