

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM638964

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Invicta Watch Company Of America Inc.		02/23/2021	Corporation: FLORIDA
RECEIVING PARTY DATA			
Name:	iMedia Brands, Inc.		
Street Address:	6740 Shady Oak Road		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55344		
Entity Type:	Corporation: MINNESOTA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	87977415	BULLDOG	
CORRESPONDENCE DATA			
Fax Number:	6127661600		
<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:	612-766-7320		
Email:	trademark@faegredrinker.com		
Correspondent Name:	Diana Gould, Faegre Drinker		
Address Line 1:	2200 Wells Fargo Center		
Address Line 2:	90 South Seventh Street		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	452678.119		
NAME OF SUBMITTER:	Patricia O'Donoghue		
SIGNATURE:	/Patricia O'Donoghue/		
DATE SIGNED:	04/13/2021		
Total Attachments: 2			
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OP \$40.00 87977415

TRADEMARK ASSIGNMENT AGREEMENT

This TRADEMARK ASSIGNMENT AGREEMENT (the "Assignment"), effective as of February 23, 2021 (the "Effective Date"), is entered into by and between Invicta Watch Company Of America Inc., a Florida corporation ("Assignor") and iMedia Brands, Inc., a Minnesota corporation ("Assignee").

WHEREAS, Assignor owns the Trademark set forth on Schedule 1 hereto (the "Assigned Trademark") and, desires to assign, convey, transfer, deliver and vest all of its right, title and interest in and to the Assigned Trademark together with all common law rights thereto and the goodwill of the Business symbolized by, appertaining thereto, and associated with the Assigned Trademark to and in Assignee; and

WHEREAS, Assignee desires to accept from Assignor the Assigned Trademark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

Assignor hereby irrevocably assigns, conveys, transfers and delivers to Assignee, and Assignee hereby accepts, all of Assignor's entire, right, title and interest in and to the Assigned Trademark, together with all common law rights thereto and the goodwill of the Business symbolized by, appertaining thereto, and associated with the Assigned Trademark.

This Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns.

This Assignment may be executed in one or more counterparts and delivered via pdf, or other electronic means, each of which shall be deemed an original as against the party that signed it and all of which shall together constitute one and the same agreement, and shall become effective when one or more counterparts have been signed by each of the parties hereto and delivered to the other party, it being understood that both parties need not sign the same counterpart.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be executed as of the date first set forth above.

ASSIGNOR:

Invicta Watch Company Of America Inc.



Aline Drucker, General Counsel and Authorized Signatory

Date: March 5, 2021

ASSIGNEE:

iMedia Brands, Inc.

By:

Name: S. Alca Wasserburger

Title: Sr. Director Associate General Counsel

SCHEDULE 1
ASSIGNED TRADEMARK

US Trademark Application

Mark: BULLDOG

Application No. 87/977,415

Class: 27

TRADEMARK

RECORDED: 04/13/2021

REEL: 007254 FRAME: 0014