

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM664195

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|--------------------------------|---|-----------------------|----------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | Termination and Release | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| PNC BANK, NATIONAL ASSOCIATION | | 07/30/2021 | ASSOCIATION: UNITED STATES |
| RECEIVING PARTY DATA | | | |
| Name: | IMEDIA BRANDS, INC. f/k/a VALUEVISION MEDIA, INC. | | |
| Street Address: | 6740 Shady Oak Road | | |
| City: | Eden Prairie | | |
| State/Country: | MINNESOTA | | |
| Postal Code: | 55344 | | |
| Entity Type: | Corporation: MINNESOTA | | |
| Name: | VALUEVISION INTERACTIVE, INC. | | |
| Street Address: | 6740 Shady Oak Road | | |
| City: | Eden Prairie | | |
| State/Country: | MINNESOTA | | |
| Postal Code: | 55344 | | |
| Entity Type: | Corporation: MINNESOTA | | |
| Name: | VALUEVISION RETAIL, INC. | | |
| Street Address: | 6740 Shady Oak Road | | |
| City: | Eden Prairie | | |
| State/Country: | MINNESOTA | | |
| Postal Code: | 55344 | | |
| Entity Type: | Corporation: DELAWARE | | |
| Name: | VALUEVISION MEDIA ACQUISITIONS, INC. | | |
| Street Address: | 6740 Shady Oak Road | | |
| City: | Eden Prairie | | |
| State/Country: | MINNESOTA | | |
| Postal Code: | 55344 | | |
| Entity Type: | Corporation: DELAWARE | | |
| Name: | VVI FULFILLMENT CENTER, INC. | | |
| Street Address: | 6740 Shady Oak Road | | |
| City: | Eden Prairie | | |

OP \$1090.00 2247569

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|-----------------------|------------------------|
| State/Country: | MINNESOTA |
| Postal Code: | 55344 |
| Entity Type: | Corporation: MINNESOTA |

PROPERTY NUMBERS Total: 43

| Property Type | Number | Word Mark |
|-----------------------------|---------------|-------------------------|
| Registration Number: | 2247569 | VALUEPAY |
| Registration Number: | 2348529 | VALUEVISION |
| Registration Number: | 2929420 | REAL CHEF |
| Registration Number: | 2960383 | REAL CHEF |
| Registration Number: | 2989924 | VAN BELINGER COLLECTION |
| Registration Number: | 3040262 | 18 KARAT ELEGANCE |
| Registration Number: | 3244187 | NEW YORK COLLECTION |
| Registration Number: | 3246507 | WEEK IN REVIEW |
| Registration Number: | 3363066 | RED CARPET CARE |
| Registration Number: | 3365166 | BRILLIANTE |
| Registration Number: | 3428030 | OUR TOP VALUE |
| Registration Number: | 3506379 | GALERIE DE BIJOUX |
| Registration Number: | 3529022 | BE GOOD TO YOURSELF |
| Registration Number: | 3584511 | BEVERLY HILLS ELEGANCE |
| Registration Number: | 3588909 | GEM TREASURES |
| Registration Number: | 3587971 | QUICKBUY |
| Registration Number: | 3818355 | ENCHANTMENT |
| Registration Number: | 3806942 | 925 FUSION |
| Registration Number: | 3780979 | DREAM OAKS |
| Registration Number: | 3963436 | VIVANTAGE |
| Registration Number: | 3867689 | SICURO |
| Serial Number: | 85074558 | BELITA |
| Serial Number: | 85056282 | SHOPVVN |
| Serial Number: | 85056266 | SHOPYLN |
| Serial Number: | 85056252 | SHOPYES |
| Serial Number: | 85056243 | SHOPHQ |
| Serial Number: | 85056224 | SHOPYSN |
| Serial Number: | 85091434 | VTV |
| Registration Number: | 3867309 | VALUESHIPPING |
| Registration Number: | 3967139 | TODAY'S TOP VALUE |
| Registration Number: | 4011927 | GENEOLOGY FASHION DNA |
| Serial Number: | 85246598 | TRINITY |
| Serial Number: | 85246621 | COZELLE |

| Property Type | Number | Word Mark |
|----------------------|----------|--------------------|
| Serial Number: | 85246653 | AMELIA & BLAKE |
| Serial Number: | 85349396 | SILICORO |
| Registration Number: | 4090461 | SEMPREGOLD |
| Serial Number: | 85326177 | CAMBRIDGE DIAMONDS |
| Serial Number: | 85274593 | DÉSORO |
| Serial Number: | 85433027 | COMFORTTOUCH |
| Serial Number: | 85440147 | KATE & MALLORY |
| Serial Number: | 85375395 | VIALE18K |
| Serial Number: | 85382460 | CADEAUX |
| Registration Number: | 4057088 | SICURO |

CORRESPONDENCE DATA

Fax Number: 8009144240

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: 800-713-0755

Email: Michael.Violet@wolterskluwer.com

Correspondent Name: CT Corporation

Address Line 1: 4400 Easton Commons Way

Address Line 2: Suite 125

Address Line 4: Columbus, OHIO 43219

| | |
|---------------------------|-----------------------|
| NAME OF SUBMITTER: | Jessica Hildebrandt |
| SIGNATURE: | /Jessica Hildebrandt/ |
| DATE SIGNED: | 08/02/2021 |

Total Attachments: 6

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**TERMINATION AND RELEASE OF TRADEMARK AND PATENT SECURITY
AGREEMENT**

THIS TERMINATION AND RELEASE OF TRADEMARK AND PATENT SECURITY AGREEMENT (this "Termination"), is dated as of July 30, 2021, and made by **PNC BANK, NATIONAL ASSOCIATION** (the "Grantee"), to **IMEDIA BRANDS, INC. f/k/a VALUEVISION MEDIA, INC.**, a Minnesota corporation, **VALUEVISION INTERACTIVE, INC.**, a Minnesota corporation, **VVI FULFILLMENT CENTER, INC.**, a Minnesota corporation, **VALUEVISION MEDIA ACQUISITIONS, INC.**, a Delaware corporation, and **VALUEVISION RETAIL, INC.**, a Delaware corporation (each a "Grantor" and collectively, the "Grantors").

WHEREAS, pursuant to that certain Trademark and Patent Security Agreement dated as of February 9, 2012 made by Grantors in favor of Grantee (the "Security Agreement"), a security interest was granted by the Grantors to Grantee in certain collateral, including the Intellectual Property (as hereinafter defined);

WHEREAS, the Security Agreement was recorded with the trademark division of the United States Patent and Trademark Office on February 16, 2012 at Reel/Frame 4718/0380;

WHEREAS, Grantee now desires to terminate the Security Agreement and terminate, release and discharge its security interest in the Intellectual Property;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, and upon the terms set forth in this Termination, Grantee hereby states as follows:

1. Definitions. The term "Intellectual Property," as used herein, shall mean all of the Grantors' right, title and interest of every kind and nature as of the date hereof in the Intellectual Property listed on Exhibit A hereto.

2. Release of Security Interest. Grantee hereby terminates the Security Agreement and terminates, releases and discharges its security interest in the Intellectual Property and reassigns to the person or persons legally entitled thereto all right, title and interest of Grantee in the Intellectual Property.

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IN WITNESS WHEREOF, the Grantee has caused this Termination to be executed by its duly authorized officer as of the date first written above.

PNC BANK, NATIONAL ASSOCIATION

By: 

Name: Sherry Winick

Title: Vice President

Signature Page to Termination and Release of Trademark and Patent Security Agreement

EXHIBIT A

TRADEMARK REGISTRATIONS

| MARK | REGISTRATION OR APPLICATION NO. | REGISTRATION OR FILING(*) DATE | AFFIDAVIT OF USE OR RENEWAL(^) DATE | OWNER |
|----------------------------|---------------------------------|--------------------------------|-------------------------------------|-------------------------|
| VALUEPAY | 2247569 | 05/25/1999 | 05/25/2009^ | VALUEVISION MEDIA, INC. |
| VALUEVISION | 2348529 | 05/09/2000 | 05/09/2010^ | VALUEVISION MEDIA, INC. |
| REAL CHEF | 2929420 | 03/01/2005 | 03/01/2011 | VALUEVISION MEDIA, INC. |
| REAL CHEF | 2960383 | 06/07/2005 | 06/07/2011 | VALUEVISION MEDIA, INC. |
| VAN BELLINGER COLLECTION | 2989924 | 08/30/2005 | 08/30/2011 | VALUEVISION MEDIA, INC. |
| 18 KARAT ELEGANCE | 3040262 | 01/10/2006 | 01/10/2012 | VALUEVISION MEDIA, INC. |
| NEW YORK COLLECTION | 3244187 | 05/22/2007 | 05/22/2013 | VALUEVISION MEDIA, INC. |
| WEEK IN REVIEW | 3246507 | 05/29/2007 | 05/29/2013 | VALUEVISION MEDIA, INC. |
| RED CARPET CARE | 3363066 | 01/01/2008 | 01/01/2014 | VALUEVISION MEDIA, INC. |
| BRILLIANTE | 3365166 | 01/08/2008 | 01/08/2014 | VALUEVISION MEDIA, INC. |
| OUR TOP VALUE | 3428030 | 05/13/2008 | 05/13/2014 | VALUEVISION MEDIA, INC. |
| GALERIE DE BIJOUX & DESIGN | 3506379 | 09/23/2008 | 09/23/2014 | VALUEVISION MEDIA, INC. |
| BE GOOD TO YOURSELF | 3529022 | 11/04/2008 | 11/04/2014 | VALUEVISION MEDIA, INC. |
| BEVERLY HILLS ELEGANCE | 3584511 | 03/03/2009 | 03/03/2015 | VALUEVISION MEDIA, INC. |
| GEM TREASURES | 3588909 | 03/10/2009 | 03/10/2015 | VALUEVISION MEDIA, INC. |
| QUICKBUY | 3587971 | 03/10/2009 | 03/10/2015 | VALUEVISION MEDIA, INC. |
| ENCHANTMENT | 3818355 | 07/13/2010 | 07/13/2016 | VALUEVISION MEDIA, INC. |
| 925 FUSION | 3806942 | 06/22/2010 | 06/22/2016 | VALUEVISION MEDIA, INC. |
| DREAM OAKS | 3780979 | 04/27/2010 | 04/27/2016 | VALUEVISION MEDIA, INC. |
| VIVANTAGE | 3963436 | 05/04/2010* | N/A | VALUEVISION MEDIA, INC. |
| SICURO | 3867689 | 04/09/2010 | 04/09/2016 | VALUEVISION MEDIA, INC. |

**TRADEMARK
REEL: 007373 FRAME: 0391**

| MARK | REGISTRATION OR APPLICATION NO. | REGISTRATION OR FILING(*) DATE | AFFIDAVIT OF USE OR RENEWAL(^) DATE | OWNER |
|-----------------------|---------------------------------|--------------------------------|-------------------------------------|-------------------------|
| BELITA | 85074558 | 06/30/2010* | N/A | VALUEVISION MEDIA, INC. |
| SHOPVVN | 85056282 | 06/07/2010* | N/A | VALUEVISION MEDIA, INC. |
| SHOPYLN | 85056266 | 06/07/2010* | N/A | VALUEVISION MEDIA, INC. |
| SHOPYES | 85056252 | 06/07/2010* | N/A | VALUEVISION MEDIA, INC. |
| SHOPHQ | 85056243 | 06/07/2010* | N/A | VALUEVISION MEDIA, INC. |
| SHOPYSN | 85056224 | 06/07/2010* | N/A | VALUEVISION MEDIA, INC. |
| VVTV | 85091434 | 07/23/2010* | N/A | VALUEVISION MEDIA, INC. |
| VALUESHIPPING | 3867309 | 10/26/2010 | 10/26/2016 | VALUEVISION MEDIA, INC. |
| TODAY'S TOP VALUE | 3967139 | 05/24/2011 | N/A | VALUEVISION MEDIA, INC. |
| GENEOLOGY FASHION DNA | 4011927 | 08/16/2011 | N/A | VALUEVISION MEDIA, INC. |
| TRINITY | 85246598 | 02/18/2011* | N/A | VALUEVISION MEDIA, INC. |
| COZELLE | 85246621 | 02/18/2011* | N/A | VALUEVISION MEDIA, INC. |
| AMELIA & BLAKE | 85246653 | 02/18/2011* | N/A | VALUEVISION MEDIA, INC. |
| SILICORO | 85349396 | 06/17/2011* | N/A | VALUEVISION MEDIA, INC. |
| SEMPREGOLD | 4090461 | 01/24/2012 | N/A | VALUEVISION MEDIA, INC. |
| CAMBRIDGE DIAMONDS | 85326177 | 05/20/2011* | N/A | VALUEVISION MEDIA, INC. |
| DESORO | 85274593 | 03/23/2011* | N/A | VALUEVISION MEDIA, INC. |
| COMFORTTOUCH | 85433027 | 09/27/2011* | N/A | VALUEVISION MEDIA, INC. |
| KATE & MALLORY | 85440147 | 10/05/2011* | N/A | VALUEVISION MEDIA, INC. |
| VIALE18 | 85375395 | 07/19/2011* | N/A | VALUEVISION MEDIA, INC. |
| CADEAUX | 85382460 | 07/27/2011* | N/A | VALUEVISION MEDIA, INC. |
| SICURO | 4057088 | 11/15/2011 | 11/15/2017 | VALUEVISION MEDIA, INC. |

PATENT REGISTRATIONS

None

TRADEMARK

RECORDED: 08/02/2021

REEL: 007373 FRAME: 0392