

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM664226

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	Security Agreement

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
IMEDIA BRANDS, INC.		07/30/2021	Corporation: MINNESOTA
VALUEVISION INTERACTIVE, INC.		07/30/2021	Corporation: MINNESOTA
VALUEVISION RETAIL, INC.		07/30/2021	Corporation: DELAWARE
PW ACQUISITION COMPANY, LLC		07/30/2021	Limited Liability Company: MINNESOTA
FL ACQUISITION COMPANY		07/30/2021	Corporation: MINNESOTA
VALUEVISION MEDIA ACQUISITIONS, INC.		07/30/2021	Corporation: DELAWARE
TCO, LLC		07/30/2021	Limited Liability Company: DELAWARE
JWH ACQUISITION COMPANY		07/30/2021	Corporation: MINNESOTA
NORWELL TELEVISION, LLC		07/30/2021	Limited Liability Company: DELAWARE
867 GRAND AVENUE LLC		07/30/2021	Limited Liability Company: MINNESOTA
VVI FULFILLMENT CENTER, INC.		07/30/2021	Corporation: MINNESOTA
EP PROPERTIES, LLC		07/30/2021	Limited Liability Company: MINNESOTA
PORTAL ACQUISITION COMPANY		07/30/2021	Corporation: MINNESOTA

## RECEIVING PARTY DATA

<b>Name:</b>	SIENA LENDING GROUP LLC, as Agent
<b>Street Address:</b>	9 W Broad Street, 5th Floor, Suite 540
<b>City:</b>	Stamford
<b>State/Country:</b>	CONNECTICUT
<b>Postal Code:</b>	06902
<b>Entity Type:</b>	Limited Liability Company: DELAWARE

## PROPERTY NUMBERS Total: 87

Property Type	Number	Word Mark
<b>Serial Number:</b>	85982583	SHQP

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	75442405	VALUEPAY
Serial Number:	78403349	GALERIE DE BIJOUX
Serial Number:	78403329	BEVERLY HILLS ELEGANCE
Serial Number:	77204722	QUICKBUY
Serial Number:	78403277	GEM TREASURES
Serial Number:	77873688	TODAY'S TOP VALUE
Serial Number:	85246621	COZELLE
Serial Number:	85375395	VIALE18K
Serial Number:	85631019	DIAMOND TREASURES
Serial Number:	85717512	DIAMOND TREASURES
Serial Number:	85717413	GEM TREASURES
Serial Number:	85715036	GRAND SUITES
Serial Number:	85056243	SHOPHQ
Serial Number:	85672070	FLASH PRICE
Serial Number:	85440147	KATE & MALLORY
Serial Number:	86359971	INNOVA
Serial Number:	86324349	OSO CASUALS
Serial Number:	86354228	GEM INSIDER
Serial Number:	86354311	JAIPUR JEWELRY BAZAAR
Serial Number:	86354327	NYC II
Serial Number:	86384587	WAKE UP IN STYLE
Serial Number:	86429048	SHOPBUSTERS
Serial Number:	86435323	BRILLIANTE
Serial Number:	86183205	LABRADO
Serial Number:	86237511	FIERRA
Serial Number:	86279143	ALL SEASON
Serial Number:	86502972	PRESTIGE PEARLS
Serial Number:	86503106	PASSAGE TO ISRAEL
Serial Number:	86439927	TRAVELRIGHT
Serial Number:	86503048	HOT FLASHES
Serial Number:	86384552	ARTIQUE SILVER CREATIONS
Serial Number:	86458020	EVINE LIVE
Serial Number:	86458025	EVINE LIVE
Serial Number:	86458037	SHOP. SHARE. SMILE.
Serial Number:	86490421	LINDEN RIDGE
Serial Number:	86457017	EVINE LIVE
Serial Number:	86570563	CITYSCAPE
Serial Number:	86570570	SLEEP RETREAT

Property Type	Number	Word Mark
Serial Number:	86662208	ONE SOL
Serial Number:	86503196	FAR EAST MARKET
Serial Number:	86354257	LIQUID COOL
Serial Number:	86524437	MARITA
Serial Number:	86531741	BEFORE & AFTER BEAUTY
Serial Number:	86380978	EVINE
Serial Number:	86576190	KNITHAUS
Serial Number:	86808249	WAKE UP LIVE
Serial Number:	86979780	DEVINE TREATS
Serial Number:	86475541	THE SIZZLE
Serial Number:	86585992	NORTH SHORE LIVING
Serial Number:	87312943	EVINE BEAUTY EXPERIENCE
Serial Number:	86805435	EVINE TOO
Serial Number:	87625887	GEMS OF DISTINCTION
Serial Number:	87616943	EVINE AFTER DARK
Serial Number:	87543153	HALFWAY TO XMAS
Serial Number:	87828230	MOD X
Serial Number:	87620599	GOLD OF DISTINCTION
Serial Number:	87543178	HALFWAY TO CHRISTMAS
Serial Number:	87828217	GRAMERCY 22
Serial Number:	86616620	MICROLUXE
Serial Number:	86955359	LOVE ONE LOVE ALL
Serial Number:	87576522	GEMS OF DISTINCTION
Serial Number:	88506120	SHOP HQ
Serial Number:	88456728	BULLDOG SHOPPING NETWORK
Serial Number:	88592313	SHOPHQ AFTER DARK
Serial Number:	87977415	BULLDOG
Serial Number:	88463345	VALUEPAY
Serial Number:	88456697	LAVENTA
Serial Number:	88456711	SHOP LAVENTA
Serial Number:	88456747	LAVENTA
Serial Number:	88456753	SHOP LAVENTA
Serial Number:	88693558	BULLDOG
Serial Number:	88744741	LIVE FIT MD
Serial Number:	90065564	BULLDOG SHOPPING NETWORK
Serial Number:	90292151	META ACTIVEWEAR
Serial Number:	90292153	META ACTIVEWEAR
Serial Number:	90305800	SHOPHQ HQ HEALTH

Property Type	Number	Word Mark
Serial Number:	90503736	SHOPBULLDOGTV
Serial Number:	90503749	SHOPHQHEALTH
Serial Number:	86018795	SURESOFIT
Serial Number:	85831243	GLITTERSCAPE
Serial Number:	85980814	KATE & MALLORY
Serial Number:	85672075	COOK'S TRADITION
Serial Number:	85646809	COOK'S COMPANION
Serial Number:	85084674	SPORTING ORIGINALS
Serial Number:	85597619	J.W. HULME
Serial Number:	86509191	H

**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

<b>NAME OF SUBMITTER:</b>	Jessica Hildebrandt
<b>SIGNATURE:</b>	/Jessica Hildebrandt/
<b>DATE SIGNED:</b>	08/02/2021

**Total Attachments: 19**

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## INTELLECTUAL PROPERTY SECURITY AGREEMENT

THIS INTELLECTUAL PROPERTY SECURITY AGREEMENT (this “Agreement”) dated as of July 30, 2021 by IMEDIA BRANDS, INC., a Minnesota corporation (“**iMedia**”), VALUEVISION INTERACTIVE, INC., a Minnesota corporation (“**Value Interactive**”), VALUEVISION RETAIL, INC., a Delaware corporation (“**Value Retail**”), PW ACQUISITION COMPANY, LLC, a Minnesota limited liability company (“**PW Acquisition**”), FL ACQUISITION COMPANY, a Minnesota corporation (“**FL Acquisition**”), VALUEVISION MEDIA ACQUISITIONS, INC., a Delaware corporation (“**Value Media**”), TCO, LLC, a Delaware limited liability company (“**TCO**”), JWH ACQUISITION COMPANY, a Minnesota corporation (“**JWH Acquisition**”), NORWELL TELEVISION, LLC, a Delaware limited liability company (“**Norwell**”), 867 GRAND AVENUE LLC, a Minnesota limited liability company (“**867 Grand Avenue**”), VVI FULFILLMENT CENTER, INC., a Minnesota corporation (“**VVI Fulfillment**”), EP PROPERTIES, LLC, a Minnesota limited liability company (“**EP Properties**”), and PORTAL ACQUISITION COMPANY, a Minnesota corporation (“**Portal**” and together with iMedia, Value Interactive, Value Retail, PW Acquisition, FL Acquisition, Value Media, TCO, JWH Acquisition, Norwell, 867 Grand Avenue, VVI Fulfillment, EP Properties, and any other Person who from time to time becomes a Borrower or Guarantor under the Loan Agreement, collectively, the “**Grantors**” and each individually, a “**Grantor**”) in favor of SIENA LENDING GROUP LLC, a Delaware limited liability company (together with its successors and assigns, “Lender”):

W I T N E S S E T H

WHEREAS, each Grantor, certain Grantors’ affiliates and Lender are parties to a certain Loan and Security Agreement as of even date herewith (as the same may be amended, restated, supplemented or modified from time to time, the “Loan Agreement”) providing for the extensions of credit to be made to Borrowers by Lender; and

WHEREAS, each Grantor has granted to Lender a security interest in substantially all of the assets of each Grantor including all right, title and interest of such Grantor in, to and under all now owned and hereafter acquired trademarks, copyrights, and patents, together with the goodwill of the business symbolized by such Grantor’s trademarks, patents and copyrights and all products and proceeds thereof, to secure the payment of all amounts owing by such Grantor under the Loan Agreement.

NOW, THEREFORE, in consideration of the premises set forth herein and for other good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, each Grantor agrees as follows:

1. Incorporation of Loan Agreement. The Loan Agreement and the terms and provisions thereof are hereby incorporated in their entirety by this reference into this Agreement. All terms capitalized but not otherwise defined herein shall have the same meanings ascribed to them in the Loan Agreement.

2. Grant of Security Interests. To secure the payment and performance of the Obligations, each Grantor hereby grants to Lender a continuing security interest in such Grantor’s entire right, title and interest in, to and under the following, whether now owned or existing or hereafter created, acquired or arising:

- (i) each trademark, patent and copyright listed on Schedule 1 annexed hereto, (such trademarks, patents and copyrights, the “Trademarks”, “Patents” and “Copyrights”) together with any reissues, continuations or extensions thereof, and all of the goodwill of the business connected with the use of, and symbolized by, each Trademark, Patent and Copyright; and

(ii) all products and proceeds of the forgoing, including without limitation, any claim by such Grantor against third parties for past, present or future (a) infringement or dilution of any Trademark, Copyright or Patent, or (b) injury to the goodwill associated with any Trademark.

3. Representations and Warranties. Each Grantor hereby represents and warrants that the Trademarks, Patents and Copyrights listed on Schedule I attached hereto constitute all trademarks, patents and copyrights owned or registered to such Grantor as of the date hereof.

4. Right to Bring Suit. Each Grantor shall have the right, with the prior written consent of Lender, which consent shall not be unreasonably withheld, conditioned or delayed, to bring suit in its own name to enforce the Trademarks, Patents and Copyrights, in which case Lender may, at Lender's option, be joined as a nominal party to this suit if Lender shall be satisfied that the joinder is necessary and that Lender is not incurring any risk of liability by that joinder. Each Grantor shall promptly, upon demand, reimburse and indemnify, defend, and hold harmless Lender for all damages, costs and expenses, including reasonable attorneys' fees, incurred by Lender pursuant to this paragraph.

5. GOVERNING LAW. THIS AGREEMENT SHALL BE GOVERNED BY AND CONSTRUED IN ACCORDANCE WITH THE LAW OF THE STATE OF NEW YORK WITHOUT REGARD TO CONFLICT OF LAW PRINCIPLES (EXCEPT 5-1401 AND 5-1402 OF THE NEW YORK GENERAL OBLIGATIONS LAW). FURTHER, THE LAW OF THE STATE OF NEW YORK SHALL APPLY TO ALL DISPUTES OR CONTROVERSIES ARISING OUT OF OR CONNECTED TO OR WITH THIS AGREEMENT WITHOUT REGARD TO CONFLICT OF LAW PRINCIPLES (EXCEPT 5-1401 AND 5-1402 OF THE NEW YORK GENERAL OBLIGATIONS LAW).

6. CONSENT TO JURISDICTION; WAIVER OF JURY TRIAL. ANY LEGAL ACTION, SUIT OR PROCEEDING WITH RESPECT TO THIS AGREEMENT SHALL BE BROUGHT EXCLUSIVELY IN THE COURTS OF THE STATE OF NEW YORK IN THE COUNTY OF NEW YORK OR IN THE UNITED STATES DISTRICT COURT FOR THE SOUTHERN DISTRICT OF NEW YORK, AND THE UNDERSIGNED HEREBY ACCEPTS FOR ITSELF AND IN RESPECT OF ITS PROPERTY, GENERALLY AND UNCONDITIONALLY IN CONNECTION WITH ANY SUCH LEGAL ACTION, SUIT OR PROCEEDING, THE JURISDICTION OF THE AFOREMENTIONED COURTS. THE UNDERSIGNED HEREBY EXPRESSLY AND IRREVOCABLY WAIVES, TO THE FULLEST EXTENT PERMITTED BY APPLICABLE LAW, ANY OBJECTION TO THE LAYING OF VENUE OR BASED ON THE GROUNDS OF FORUM NON CONVENIENS, OR BASED ON UPON 28 U.S.C. § 1404, WHICH THEY MAY NOW OR HEREAFTER HAVE TO THE BRINGING AND ADJUDICATION OF ANY SUCH ACTION, SUIT OR PROCEEDING IN ANY OF THE AFOREMENTIONED COURTS AND AGREES TO THE GRANTING OF SUCH LEGAL OR EQUITABLE RELIEF AS IS DEEMED APPROPRIATE BY THE COURT. THE UNDERSIGNED HEREBY WAIVES ANY RIGHT TO A TRIAL BY JURY IN ANY ACTION, PROCEEDING OR COUNTERCLAIM CONCERNING ANY RIGHTS UNDER THIS AGREEMENT OR UNDER ANY AMENDMENT, WAIVER, INSTRUMENT, DOCUMENT OR OTHER AGREEMENT DELIVERED OR WHICH IN THE FUTURE MAY BE DELIVERED IN CONNECTION HERewith OR THEREWITH, OR ARISING FROM ANY FINANCING RELATIONSHIP EXISTING IN CONNECTION WITH THIS AGREEMENT, AND AGREES THAT ANY SUCH ACTION, PROCEEDING OR COUNTERCLAIM SHALL BE TRIED BEFORE A COURT AND NOT BEFORE A JURY.

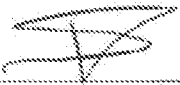
7. Notices. Any notice required or permitted to be given under this Security Agreement shall be sent in accordance with Section 10.1 of the Loan Agreement.

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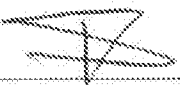


IN WITNESS WHEREOF, each Grantor has duly executed this Agreement as of the date first written above.

**IMEDIA BRANDS, INC.**

By:   
Name: Timothy Peterman  
Its: Chief Executive Officer, Assistant Secretary

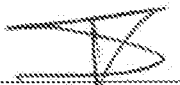
**VALUEVISION RETAIL, INC.**

By:   
Name: Timothy Peterman  
Its: Chief Executive Officer, Assistant Secretary

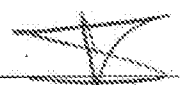
**FL ACQUISITION COMPANY**

By:   
Name: Timothy Peterman  
Its: Chief Executive Officer, Assistant Secretary


**PW ACQUISITION COMPANY, LLC**

By:   
Name: Timothy Peterman  
Its: Chief Executive Officer, Assistant Secretary

**VALUEVISION MEDIA ACQUISITIONS, INC.**

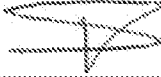
By:   
Name: Timothy Peterman  
Its: Chief Executive Officer, Assistant Secretary

**TCO, LLC**

By:   
Name: Timothy Peterman  
Its: Chief Executive Officer, Assistant Secretary

*[Signature page to Intellectual Property Security Agreement]*

**JWH ACQUISITION COMPANY**



By: \_\_\_\_\_

Name: Timothy Peterman  
Its: Chief Executive Officer, Assistant Secretary

**NORWELL TELEVISION, LLC**



By: \_\_\_\_\_

Name: Timothy Peterman  
Its: Chief Executive Officer, Assistant Secretary

**867 GRAND AVENUE LLC**



By: \_\_\_\_\_

Name: Timothy Peterman  
Its: Chief Executive Officer, Assistant Secretary

**VALUEVISION INTERACTIVE, INC.**

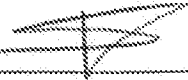


By: \_\_\_\_\_

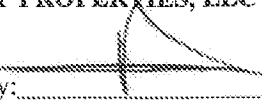
Name: Timothy Peterman  
Its: Chief Executive Officer, Assistant Secretary

*[Signature page to Intellectual Property Security Agreement]*

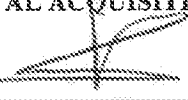
**VVI FULFILLMENT CENTER, INC.**

By:   
Name: Timothy Peterman  
Its: Chief Executive Officer, Assistant Secretary

**EP PROPERTIES, LLC**

By:   
Name: Timothy Peterman  
Its: Chief Executive Officer, Assistant Secretary

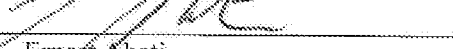
**PORTAL ACQUISITION COMPANY**

By:   
Name: Timothy Peterman  
Its: Chief Executive Officer, Assistant Secretary

*[Signature page to Intellectual Property Security Agreement]*

Agreed and accepted  
as of the date first written above:

SIENA LENDING GROUP LLC, as Agent

By:   
Name: Ernest Abati  
Title: Authorized Signatory

By:   
Name: Anthony Lavinio  
Title: Authorized Signatory

*[Signature page to Intellectual Property Security Agreement]*

**SCHEDULE 1**

(a) Patents and Patent Licenses

None.

(b) United States Trademarks and Trademark Licenses

Grantor	Trademark	Filing Date	Application No.	Registration Date	Registration Number
EVINE LIVE INC.	SHOP	3/15/2013	85/982,583	1/6/2015	4,668,277
IMEDIA BRANDS, INC.	VALUEPAY	2/25/1998	75/442,405	5/25/1999	2,247,569
IMEDIA BRANDS, INC.	GALERIE DE BIJOUX 	4/16/2004	78/403,349	9/23/2008	3,506,379
IMEDIA BRANDS, INC.	BEVERLY HILLS ELEGANCE	4/16/2004	78/403,329	3/3/2009	3,584,511
IMEDIA BRANDS, INC.	QUICKBUY	6/13/2007	77/204,722	3/10/2009	3,587,971
IMEDIA BRANDS, INC.	GEM TREASURES	4/16/2004	78/403,277	3/10/2009	3,588,909
IMEDIA BRANDS, INC.	TODAY'S TOP VALUE	11/16/2009	77/873,688	5/24/2011	3,967,139
IMEDIA BRANDS, INC.	COZELLE	2/18/2011	85/246,621	4/24/2012	4,132,924
IMEDIA BRANDS, INC.	VIALE18K	7/19/2011	85/375,395	4/21/2012	4,195,795
IMEDIA BRANDS, INC.	DIAMOND TREASURES	5/21/2012	85/631,019	12/18/2012	4,261,551
IMEDIA BRANDS, INC.	DIAMOND TREASURES	8/30/2012	85/717,512	4/30/2013	4,327,877
IMEDIA BRANDS, INC.	GEM TREASURES	8/30/2012	85/717,413	5/14/2013	4,334,173
IMEDIA BRANDS, INC.	GRAND SUITES	8/28/2012	85/715,036	6/18/2013	4,353,017

[Schedule 1 to Intellectual Property Security Agreement]


Grantor	Trademark	Filing Date	Application No.	Registration Date	Registration Number
IMEDIA BRANDS, INC.	SHOPHQ	6/7/2010	85/056,243	7/16/2013	4,368,884
IMEDIA BRANDS, INC.	FLASH PRICE	6/9/2012	85/672,070	7/23/2013	4,373,587
IMEDIA BRANDS, INC.	KATE & MALLORY	10/5/2011	85/440,147	12/23/2014	4,659,910
IMEDIA BRANDS, INC.	INNOVA	8/7/2014	86/359,971	2/3/2015	4,682,240
IMEDIA BRANDS, INC.	OSO CASUALS	6/30/2014	86/324,349	2/17/2015	4,688,249
IMEDIA BRANDS, INC.	GEM INSIDER	7/31/2014	86/354,228	2/24/2015	4,692,530
IMEDIA BRANDS, INC.	JAIPUR JEWELRY BAZAAR 	7/31/2014	86/354,311	2/24/2015	4,692,531
IMEDIA BRANDS, INC.	NYC II	7/31/2014	86/354,327	2/24/2015	4,692,532
IMEDIA BRANDS, INC.	WAKE IN IN STYLE	9/3/2014	86/384,587	4/14/2015	4,720,085
IMEDIA BRANDS, INC.	SHOPBUSTERS	10/20/2014	86/429,048	4/21/2015	4,723,869
IMEDIA BRANDS, INC.	BRILLIANTE	10/27/2014	86/435,323	4/21/2015	4,723,884
IMEDIA BRANDS, INC.	LABRADO	2/3/2014	86/183,205	4/21/2015	4,725,004
IMEDIA BRANDS, INC.	FIERRA	3/31/2014	86/237,511	5/26/2015	4,744,921
IMEDIA BRANDS, INC.	ALL SEASON	5/12/2014	86/279,143	5/26/2015	4,745,013
IMEDIA BRANDS, INC.	PRESTIGE PEARLS	1/14/2015	86/502,972	9/8/2015	4,807,485
IMEDIA BRANDS, INC.	PASSAGE TO ISRAEL	1/14/2015	86/503,106	9/8/2015	4,807,492
IMEDIA BRANDS, INC.	TRAVELRIGHT	10/30/2014	86/439,927	10/20/2015	4,838,175
IMEDIA BRANDS, INC.	HOT FLASHES	1/14/2015	86/503,048	11/3/2015	4,844,346
IMEDIA BRANDS, INC.	ARTIQUE SILVER CREATIONS	9/3/2014	86/384,552	12/1/2015	4,864,162

Grantor	Trademark	Filing Date	Application No.	Registration Date	Registration Number
IMEDIA BRANDS, INC.	EVINE LIVE 	11/18/2014	86/458,020	12/22/2015	4,875,694
IMEDIA BRANDS, INC.	EVINE LIVE 	11/18/2014	86/458,025	12/22/2015	4,875,695
IMEDIA BRANDS, INC.	SHOP, SHARE, SMILE. <i>Shop. Share. Smile.</i>	11/18/2014	86/458,037	12/22/2015	4,875,697
IMEDIA BRANDS, INC.	LINDEN RIDGE	12/24/2014	86/490,421	12/22/2015	4,875,797
IMEDIA BRANDS, INC.	EVINE LIVE	11/17/2014	86/457,017	1/5/2016	4,882,874
IMEDIA BRANDS, INC.	CITYSCAPE	3/19/2015	86/570,563	1/19/2016	4,890,735
IMEDIA BRANDS, INC.	SLEEP RETREAT	3/19/2015	86/570,570	1/28/2016	4,989,736
IMEDIA BRANDS, INC.	ONE SOL 	6/15/2015	86/662,208	1/19/2016	4,889,186
IMEDIA BRANDS, INC.	FAR EAST MARKET	1/14/2015	86/503,196	3/15/2016	4,919,717
IMEDIA BRANDS, INC.	LIQUID COOL	1/31/2014	86/354,257	3/29/2016	4,928,277
IMEDIA BRANDS, INC.	MARITA	2/4/2015	86/524,437	4/19/2016	4,942,598
IMEDIA BRANDS, INC.	BEFORE & AFTER BEAUTY	2/11/2015	86/531,741	5/3/2016	4,952,614
IMEDIA BRANDS, INC.	EVINE	8/29/2014	86/380,978	5/31/2016	4,969,486
IMEDIA BRANDS, INC.	KNITHAUS	3/25/2015	86/576,190	6/28/2016	4,989,775
IMEDIA BRANDS, INC.	WAKE UP LIVE	11/3/2015	86/808,249	6/5/2016	4,992,676
IMEDIA BRANDS, INC.	DEVINE TREATS 	1/6/2015	86/979,780	8/23/2016	5,028,709

Grantor	Trademark	Filing Date	Application No.	Registration Date	Registration Number
IMEDIA BRANDS, INC.	THE SZZLE	12/9/2014	86/475,541	9/13/2016	5,041,877
IMEDIA BRANDS, INC.	NORTH SHORE LIVING	4/2/2015	86/585,992	9/13/2016	5,042,112
IMEDIA BRANDS, INC.	EVINE BEAUTY EXPERIENCE	1/25/2017	87/312,943	10/3/2017	5,299,818
IMEDIA BRANDS, INC.	EVINE TOO	10/30/2015	86/805,435	1/16/2018	5,381,125
IMEDIA BRANDS, INC.	GEMS OF DISTINCTION	9/28/2017	87/625,887	6/5/2018	5,484,646
IMEDIA BRANDS, INC.	EVINE AFTER DARK	9/21/2017	87/616,943	6/24/2018	5,526,273
IMEDIA BRANDS, INC.	HALFWAY TO XMAS	7/26/2017	87/543,153	8/7/2018	5,533,221
IMEDIA BRANDS, INC.	MOD X <small>mod x</small>	3/9/2018	87/828,230	9/4/2018	5,555,821
IMEDIA BRANDS, INC.	GOLD OF DISTINCTION	9/25/2017	87/620,599	10/2/2018	5,577,132
IMEDIA BRANDS, INC.	HALFWAY TO CHRISTMAS	7/26/2017	87/543,178	10/23/2018	5,591,362
IMEDIA BRANDS, INC.	GRAMERCY 22	3/9/2018	87/828,217	4/9/2019	5,719,541
IMEDIA BRANDS, INC.	MICROLUXE	5/1/2015	86/616,620	5/21/2019	5,757,902
IMEDIA BRANDS, INC.	LOVE ONE LOVE ALL	3/28/2016	86/955,359	6/4/2019	5,770,026
IMEDIA BRANDS, INC.	GEMS OF DISTINCTION	8/21/2017	87/576,522	8/27/2019	5,846,087
IMEDIA BRANDS, INC.	SHOP HQ 	6/9/2019	88/506,120	5/26/2020	6,062,359
IMEDIA BRANDS, INC.	BULLDOG SHOPPING NETWORK	6/3/2019	88/456,728	9/1/2020	6,142,963
IMEDIA BRANDS, INC.	SHOPHQ AFTER DARK	8/26/2019	88/592,313	10/6/2020	6,170,912
IMEDIA BRANDS, INC.	BULLDOG	10/25/2017	87/977,415	3/23/2021	6,301,729



Grantor	Trademark	Filing Date	Application No.	Registration Date	Registration Number
IMEDIA BRANDS, INC.	VALUEPAY	1/6/2019	88/463,345	12/24/2019	5,943,558
IMEDIA BRANDS, INC.	LAVENTA 	6/3/2019	88/456,697	pending	pending
IMEDIA BRANDS, INC.	SHOP LAVENTA 	6/3/2019	88/456,711	pending	pending
IMEDIA BRANDS, INC.	LAVENTA	6/3/2019	88/456,747	pending	pending
IMEDIA BRANDS, INC.	SHOP LAVENTA	6/3/2019	88/456,753	pending	pending
IMEDIA BRANDS, INC.	BULLDOG	11/15/2019	88/693,558	pending	pending
IMEDIA BRANDS, INC.	LIVE HIT MD	1/2/2020	88/744,741	pending	pending
IMEDIA BRANDS, INC.	BULLDOG SHOPPING NETWORK 	7/21/2020	90/065,564	pending	pending
IMEDIA BRANDS, INC.	META ACTIVEWEAR 	11/2/2020	90/292,151	pending	pending
IMEDIA BRANDS, INC.	META ACTIVEWEAR	11/2/2020	90/292,153	pending	pending
IMEDIA BRANDS, INC.	SHOPHQ HEALTH 	11/8/2020	90/305,800	pending	pending
IMEDIA BRANDS, INC.	SHOPBULLDOGTV	2/2/2021	90/503,736	pending	pending
IMEDIA BRANDS, INC.	SHOPHQHEALTH	2/2/2021	90/503,749	pending	pending
IMEDIA BRANDS, INC.	SURESOFT	6/24/2013	86/018,795	2/24/2013	4,455,162
IMEDIA BRANDS, INC.	GLITTERSCAPE	1/24/2013	85/831,243	12/31/2013	4,457,864
IMEDIA BRANDS, INC.	KATE & MALLORY	10/5/2011	85/980,814	1/28/2014	4,476,291

Grantor	Trademark	Filing Date	Application No.	Registration Date	Registration Number
IMEDIA BRANDS, INC.	COOK'S TRADITION	7/9/2012	85/672,075	8/26/2014	4,593,396
IMEDIA BRANDS, INC.	COOK'S COMPANION	6/8/2012	85/646,809	9/9/2014	4,601,937
JWH ACQUISITION COMPANY	SPORTING ORIGINALS	7/14/2010	85/084,674	1/10/2012	4,085,320
JWH ACQUISITION COMPANY	J.W. HULME	4/13/2012	85/597,619	9/16/2014	4,605,939
JWH ACQUISITION COMPANY	H 	1/21/2015	86/509,191	12/13/2016	5,100,945

(c)

Trademark Applications

Owner	Mark	Country	Status	App No	App Date
IMEDIA BRANDS, INC.	BULLDOG	Canada	Application filed	1998608	11/29/2019
IMEDIA BRANDS, INC.	BULLDOG	United States of America	Application allowed	88/693,558	11/15/2019
IMEDIA BRANDS, INC.	BULLDOG SHOPPING NETWORK	Canada	Application filed	1998632	11/29/2019

Owner	Mark	Country	Status	App No	App Date
IMEDIA BRANDS, INC.	LAVENTA	Canada	Application filed	1998610	11/29/2019
IMEDIA BRANDS, INC.	LAVENTA	United States of America	Application allowed	88/456,747	6/3/2019
IMEDIA BRANDS, INC.	LAVENTA and Design	United States of America	Application allowed	88/456,697	6/3/2019
IMEDIA BRANDS, INC.	SHOP LAVENTA	Canada	Application filed	1998619	11/29/2019
IMEDIA BRANDS, INC.	SHOP LAVENTA	United States of America	Application allowed	88/456,753	6/3/2019
IMEDIA BRANDS, INC.	SHOP LAVENTA and Design	United States of America	Application allowed	88/456,711	6/3/2019
IMEDIA BRANDS, INC.	ShopBulldogTV	United States of America	Application filed	90/503,736	2/2/2021

Owner	Mark	Country	Status	App No	App Date
IMEDIA BRANDS, INC.	ShopHQHealth	United States of America	Application filed	90/503,749	2/2/2021

(d) Foreign Trademarks and Trademark Licenses

Country	Grantor	Trademark	Filing Date	Application No.	Registration Date	Registration Number
CANADA	IMEDIA BRANDS, INC.	BULLDOG	11/29/2019	1998608		
CANADA	IMEDIA BRANDS, INC.	BULLDOG SHOPPING NETWORK	11/29/2019	1998632		
AUSTRALIA	JWH ACQUISITION COMPANY	J.W. HULME	1/20/2015	1252596	10/21/2015	1252596
CHINA	JWH ACQUISITION COMPANY	J.W. HULME	7/20/2012	1138557		
COLUMBIA	JWH ACQUISITION COMPANY	J.W. HULME	1/20/2015	1252596	4/5/2017	1252596
EUROPEAN UNION IPO	JWH ACQUISITION COMPANY	J.W. HULME	7/20/2012	1138557	10/15/2013	1138557
INDIA	JWH ACQUISITION COMPANY	J.W. HULME	1/20/2015	1252596	10/30/2017	1252596
ISRAEL	JWH ACQUISITION COMPANY	J.W. HULME	1/20/2015	1252596	1/5/2017	1252596

Country	Grantor	Trademark	Filing Date	Application No.	Registration Date	Registration Number
JAPAN	JWH ACQUISITION COMPANY	J.W. HULME	7/20/2012	1138557	8/8/2013	1138557
MADRID PROTOCOL (TM)	JWH ACQUISITION COMPANY	J.W. HULME	1/20/2015	1252596	1/20/2015	1252596
MADRID PROTOCOL (TM)	JWH ACQUISITION COMPANY	J.W. HULME	7/20/2012	1138557	7/20/2012	1138557
MEXICO	JWH ACQUISITION COMPANY	J.W. HULME	1/20/2015	1252596	8/16/2017	1745414
NEW ZEALAND	JWH ACQUISITION COMPANY	J.W. HULME	1/20/2015	1252596	11/3/2015	1252596
NORWAY	JWH ACQUISITION COMPANY	J.W. HULME	1/20/2015	1252596	1/29/2016	1252596
PHILIPPINES	JWH ACQUISITION COMPANY	J.W. HULME	1/20/2015	1252596	10/2/2015	1252596
REPUBLIC OF KOREA	JWH ACQUISITION COMPANY	J.W. HULME	1/20/2015	1252596	2/22/2016	1252596
SINGAPORE	JWH ACQUISITION COMPANY	J.W. HULME	1/20/2015	1252596	12/10/2015	1252596
SWITZERLAND	JWH ACQUISITION COMPANY	J.W. HULME	1/20/2015	1252596	6/9/2016	1252596

**TRADEMARK**  
**REEL: 007373 FRAME: 0633**

Country	Grantor	Trademark	Filing Date	Application No.	Registration Date	Registration Number
UNITED KINGDOM	JWH ACQUISITION COMPANY	J.W. HULME	7/20/2012	UK00801138557	10/15/2013	UK00801138557
CHINA		J.W. HULME - Customs Recordal		G1138557		1138557
CANADA	IMEDIA BRANDS, INC.	LAVENTA	11/29/2019	1998610		
CANADA	IMEDIA BRANDS, INC.	SHOP LAVENTA	11/29/2019	1998619		

**TRADEMARK**

**REEL: 007373 FRAME: 0634**

**(e) Copyrights and Copyright Licenses**

Grantor	Copyright	Registration Date	Registration Number
None			