

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM756383

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
QVC, Inc.		08/23/2022	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Qurate Retail, Inc.		
Street Address:	12300 Liberty Blvd.		
City:	Englewood		
State/Country:	COLORADO		
Postal Code:	80112		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	5717366	TOGETHER, WE'RE CREATING THE MOST ENGAGI	
Registration Number:	5591940	BEYOND BRICKS. BEYOND CLICKS.	
Registration Number:	5717363	WE BELIEVE IN A THIRD WAY TO SHOP	
Registration Number:	5717364	WE BRING JOY, INSPIRATION, AND HUMANITYT	
Registration Number:	5717365	CURATED EXPERIENCES. INFINITE POSSIBILIT	
Registration Number:	5717367	THIRD WAY TO SHOP	
CORRESPONDENCE DATA			
Fax Number:			
<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:	312-759-7272		
Email:	nina.dhillon@troutman.com		
Correspondent Name:	Megan M. Kearney		
Address Line 1:	1200 Wilson Drive, MC-207		
Address Line 4:	West Chester, PENNSYLVANIA 19380		
NAME OF SUBMITTER:	Nina Dhillon		
SIGNATURE:	/nina dhillon/		
DATE SIGNED:	09/20/2022		
Total Attachments: 3			

OP \$165.00 5717366

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (this "**Trademark Assignment**"), dated as of August 23, 2022 is made by QVC, Inc., a Delaware Corporation ("**Assignor**") with an address of 1200 Wilson Drive, West Chester, Pennsylvania 19380, in favor of Qurate Retail, Inc., a Delaware Corporation ("**Assignee**") with an address of 12300 Liberty Blvd., Englewood, Colorado 80112.

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably conveys, transfers, and assigns to Assignee, and Assignee accepts, all of Assignor's right, title, and interest in and to the following (the "**Assigned Trademarks**"):

- (a) the trademark registrations set forth in **Schedule 1** hereto together with all of the goodwill associated with and symbolized by the trademarks (the "**Trademarks**");
- (b) all rights of any kind whatsoever of Assignor accruing under any of the foregoing provided by applicable law of any jurisdiction, by international treaties and conventions, and otherwise throughout the world;
- (c) any and all royalties, fees, income, payments, and other proceeds now or hereafter due or payable with respect to any and all of the foregoing; and
- (d) any and all claims and causes of action with respect to any of the foregoing, whether accruing before, on, or after the date hereof, including all rights to and claims for damages, restitution, and injunctive and other legal and equitable relief for past, present, and future infringement, misappropriation, violation, misuse, breach, or default, with the right but no obligation to sue for such legal and equitable relief and to collect, or otherwise recover, any such damages.

Assignor hereby authorizes the Commissioner for Trademarks in the United States Patent and Trademark Office to record and register this Trademark Assignment upon request by Assignee. Following the date hereof, upon Assignee's reasonable request, and at Assignee's sole cost and expense, Assignor shall take such steps and actions, and provide such cooperation and assistance to Assignee and its successors, assigns, and legal representatives, including the execution and delivery of any affidavits, declarations, oaths, exhibits, assignments, powers of attorney, or other documents, as may be reasonably necessary to effect, evidence, or perfect the assignment of the Assigned Trademarks to Assignee, or any assignee or successor thereto.

This Trademark Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. A signed copy of this Trademark Assignment delivered by facsimile, e-mail, or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Trademark Assignment. This Trademark Assignment shall be binding upon and shall inure to the benefit of the parties hereto and their respective successors and assigns. This Trademark Assignment and any claim, controversy, dispute, or cause of action (whether in contract, tort, or otherwise) based upon, arising out of, or relating to this Trademark Assignment and the transactions contemplated hereby shall be governed by, and construed in accordance with, the laws of the United States and the State of Delaware, without giving effect to any choice or conflict of law provision or rule.

[signature page follows]

IN WITNESS WHEREOF, Assignor and Assignee have duly executed and delivered this Trademark Assignment Agreement as of the date first above written.

ASSIGNOR:

QVC, INC.

By: Eve DelSoldo
Name: Eve DelSoldo, Esquire
Title: Vice President & General Counsel

ASSIGNEE:

QURATE RETAIL, INC.

By: Michael Hurelbrink
Name: Michael Hurelbrink, Esquire
Title: Assistant Vice President/Assistant Secretary

SCHEDULE 1
ASSIGNED TRADEMARKS

Country	Mark/Name	Registration Date	Registration No.
US	TOGETHER, WE'RE CREATING THE MOST ENGAGING SHOPPING EXPERIENCES.	April 2, 2019	5,717,366
US	BEYOND BRICKS. BEYOND CLICKS.	October 23, 2018	5,591,940
US	WE BELIEVE IN A THIRD WAY TO SHOP	April 2, 2019	5,717,363
US	WE BRING JOY, INSPIRATION, AND HUMANITY TO SHOPPING	April 2, 2019	5,717,364
US	CURATED EXPERIENCES. INFINITE POSSIBILITIES.	April 2, 2019	5,717,365
US	THIRD WAY TO SHOP	April 2, 2019	5,717,367