

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM822268

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
iMedia Brands, Inc.		07/03/2023	Corporation: MINNESOTA
ValueVision Retail, Inc.		07/03/2023	Corporation: DELAWARE
PW Acquisition Company, LLC		07/03/2023	Limited Liability Company: MINNESOTA
ValueVision Media Acquisitions, Inc.		07/03/2023	Corporation: DELAWARE
JWH Acquisition Company		07/03/2023	Corporation: MINNESOTA
Norwell Television, LLC		07/03/2023	Corporation: DELAWARE
867 Grand Avenue LLC		07/03/2023	Limited Liability Company: MINNESOTA
ValueVision Interactive, Inc.		07/03/2023	Corporation: MINNESOTA
VVI Fulfillment Center, Inc.		07/03/2023	Corporation: MINNESOTA
EP Properties, LLC		07/03/2023	Limited Liability Company: MINNESOTA
Portal Acquisition Company		07/03/2023	Corporation: MINNESOTA
RECEIVING PARTY DATA			
Name:	Siena Lending Group LLC		
Street Address:	9 W Broad Street, 5th Floor		
City:	Stamford		
State/Country:	CONNECTICUT		
Postal Code:	06902		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 89			
Property Type	Number	Word Mark	
Registration Number:	3640106	@ THE WATERCOOLER	
Registration Number:	6634229	BULLDOG	
Registration Number:	6301729	BULLDOG	
Registration Number:	6142963	BULLDOG SHOPPING NETWORK	
Serial Number:	90065564	BULLDOG SHOPPING NETWORK	
Registration Number:	4805149	DON'T MISS	
Registration Number:	5100945	H	

OP \$2240.00 3640106

Property Type	Number	Word Mark
Serial Number:	97317402	IMEDIA BRANDS ENTERTAINMENT MEDIA COMMER
Serial Number:	97372248	INDIGO THREAD CO.
Registration Number:	4605939	J.W. HULME
Serial Number:	88456747	LAVENTA
Serial Number:	88456697	LAVENTA
Serial Number:	88456753	SHOP LAVENTA
Serial Number:	88456711	SHOP LAVENTA
Serial Number:	90503736	SHOPBULLDOGTV
Serial Number:	90503749	SHOPHQHEALTH
Registration Number:	4085320	SPORTING ORIGINALS
Registration Number:	5024136	START PLACE
Registration Number:	3031554	TECHNORATI
Registration Number:	3483498	TEKNISION
Registration Number:	4864162	ARTIQUE SILVER CREATIONS
Registration Number:	4952614	BEFORE & AFTER BEAUTY
Registration Number:	3584511	BEVERLY HILLS ELEGANCE
Registration Number:	4723884	BRILLIANTE
Registration Number:	4890735	CITYSCAPE
Registration Number:	4601937	COOK'S COMPANION
Registration Number:	4593396	COOK'S TRADITION
Registration Number:	4132924	COZELLE
Registration Number:	5028709	DEVINE TREATS
Registration Number:	4261551	DIAMOND TREASURES
Registration Number:	4327877	DIAMOND TREASURES
Registration Number:	4969486	EVINE
Registration Number:	5526273	EVINE AFTER DARK
Registration Number:	5299818	EVINE BEAUTY EXPERIENCE
Registration Number:	4882874	EVINE LIVE
Registration Number:	4875694	EVINE LIVE
Registration Number:	4875695	EVINE LIVE
Registration Number:	5381125	EVINE TOO
Registration Number:	4919717	FAR EAST MARKET
Registration Number:	4744921	FIERRA
Registration Number:	4373587	FLASH PRICE
Registration Number:	3506379	GALERIE DE BIJOUX
Registration Number:	4692530	GEM INSIDER
Registration Number:	3588909	GEM TREASURES
Registration Number:	4334173	GEM TREASURES

Property Type	Number	Word Mark
Registration Number:	5846087	GEMS OF DISTINCTION
Registration Number:	5484646	GEMS OF DISTINCTION
Registration Number:	4457864	GLITTERSCAPE
Registration Number:	5577132	GOLD OF DISTINCTION
Registration Number:	5719541	GRAMERCY 22
Registration Number:	4353017	GRAND SUITES
Registration Number:	5591362	HALFWAY TO CHRISTMAS
Registration Number:	5533221	HALFWAY TO XMAS
Registration Number:	4844346	HOT FLASHES
Registration Number:	4682240	INNOVA
Registration Number:	4659910	KATE & MALLORY
Registration Number:	4476291	KATE & MALLORY
Registration Number:	4989775	KNITHAUS
Registration Number:	4725004	LABRADO
Registration Number:	4875797	LINDEN RIDGE
Registration Number:	4928277	LIQUID COOL
Serial Number:	88744741	LIVE FIT MD
Registration Number:	5770026	LOVE ONE LOVE ALL
Registration Number:	4942598	MARITA
Serial Number:	90292153	META ACTIVEWEAR
Serial Number:	90292151	META ACTIVEWEAR
Registration Number:	5757902	MICROLUXE
Registration Number:	5555821	MOD X
Registration Number:	5042112	NORTH SHORE LIVING
Registration Number:	4692532	NYC II
Registration Number:	4889186	ONE SOL
Registration Number:	4688249	OSO CASUALS
Registration Number:	4807492	PASSAGE TO ISRAEL
Registration Number:	3587971	QUICKBUY
Registration Number:	6062359	SHOP HQ
Registration Number:	4875697	SHOP. SHARE. SMILE.
Registration Number:	4368884	SHOPHQ
Registration Number:	6170912	SHOPHQ AFTER DARK
Serial Number:	90305800	SHOPHQ HQ HEALTH
Registration Number:	4989736	SLEEP RETREAT
Registration Number:	4455162	SURESOFT
Registration Number:	5041877	THE SIZZLE
Registration Number:	3967139	TODAY'S TOP VALUE

Property Type	Number	Word Mark
Registration Number:	4838175	TRAVELRIGHT
Registration Number:	2247569	VALUEPAY
Registration Number:	5943558	VALUEPAY
Registration Number:	4195795	VIALE18K
Registration Number:	4720085	WAKE UP IN STYLE
Registration Number:	4992676	WAKE UP LIVE

CORRESPONDENCE DATA

Fax Number: 2158325619

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: 2155695619

Email: pecsenye@blankrome.com

Correspondent Name: Timothy Pecsénye (KH 140690-01140)

Address Line 1: One Logan Square, 8th Floor

Address Line 4: Philadelphia, PENNSYLVANIA 19103

ATTORNEY DOCKET NUMBER:	140690-01140
NAME OF SUBMITTER:	Timothy D. Pecsénye
SIGNATURE:	/Timothy D. Pecsénye/
DATE SIGNED:	07/06/2023

Total Attachments: 38

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INTELLECTUAL PROPERTY SECURITY AGREEMENT

THIS INTELLECTUAL PROPERTY SECURITY AGREEMENT (this “Agreement”) dated as of July 3, 2023 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**”), 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 (“**WI 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, 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, “Agent”):

W I T N E S S E T H

WHEREAS, each Grantor, certain Grantors’ affiliates and Agent are parties to a certain Super Priority Senior Secured Debtor-In-Possession Loan and Security Agreement, dated as of August 3, 2023 (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 Agent; and

WHEREAS, each Grantor has granted to Agent 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 Agent 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 Agent, 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 Agent may, at Agent’s option, be joined as a nominal party to this suit if Agent shall be satisfied that the joinder is necessary and that Agent is not incurring any risk of liability by that joinder. Each Grantor shall promptly, upon demand, reimburse and indemnify, defend, and hold harmless Agent for all damages, costs and expenses, including reasonable attorneys’ fees, incurred by Agent 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

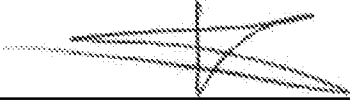
IN ANY OF THE AFOREMENTIONED COURTS AND AGREES TO THE GRANTING OF SUCH LEGAL OR EQUITABLE RELIEF AS IS DEEMED APPROPRIATE BY THE COURT. THE UNDERSIGNED HEREBY WAIVES ANY RIGHT TO A TRIAL BY JURY IN ANY ACTION, PROCEEDING OR COUNTERCLAIM CONCERNING ANY RIGHTS UNDER THIS AGREEMENT OR UNDER ANY AMENDMENT, 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.

[Remainder of Page Intentionally Blank]

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


IMEDIA BRANDS, INC.

By: 

Name: Timothy Peterman

Title: Chief Executive Officer; Assistant Secretary

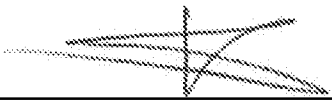
VALUEVISION RETAIL, INC.

By: 

Name: Timothy Peterman

Title: Chief Executive Officer; Assistant Secretary

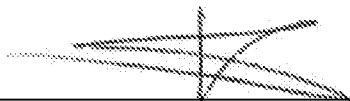
PW ACQUISITION COMPANY, LLC

By: 

Name: Timothy Peterman

Title: Chief Executive Officer; Assistant Secretary

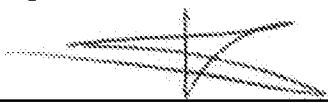
VALUEVISION MEDIA ACQUISITIONS, INC.

By: 

Name: Timothy Peterman

Title: Chief Executive Officer; Assistant Secretary

JWH ACQUISITION COMPANY

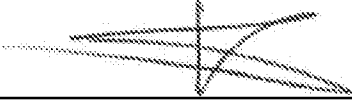
By: 

Name: Timothy Peterman

Title: Chief Executive Officer; Assistant Secretary

[Signature page to Intellectual Property Security Agreement]

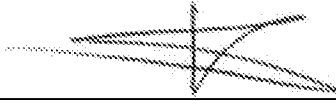
NORWELL TELEVISION, LLC

By: 

Name: Timothy Peterman

Title: Chief Executive Officer; Assistant Secretary

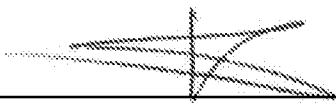
867 GRAND AVENUE LLC

By: 

Name: Timothy Peterman

Title: Chief Executive Officer; Assistant Secretary

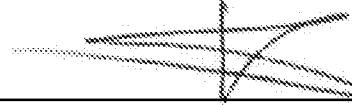
VALUEVISION INTERACTIVE, INC.

By: 

Name: Timothy Peterman

Title: Chief Executive Officer; Assistant Secretary

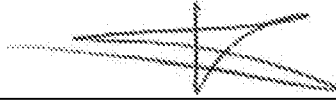
VVI FULFILLMENT CENTER, INC.

By: 

Name: Timothy Peterman

Title: Chief Executive Officer; Assistant Secretary

EP PROPERTIES, LLC

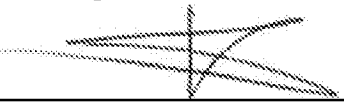
By: 

Name: Timothy Peterman

Title: Chief Executive Officer; Assistant Secretary

[Signature page to Intellectual Property Security Agreement]

PORTAL ACQUISITION COMPANY

By: _____

Name: Timothy Peterman

Title: 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: Steven Sanicola

Title: Authorized Signatory

By: 

Name: James C. Simpson

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

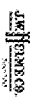


<u>Mark</u>	<u>Country</u>	<u>Status</u>	<u>App No</u>	<u>App Date</u>	<u>Reg No</u>	<u>Reg Date</u>	<u>Owner Name</u>
@ THE WATERCOOLER	United States of America	Registered/Granted	77/070,152	12/22/2006	3,640,106	6/16/2009	Portal Acquisition Company
BULLDOG	Canada	Pending	1998608	11/29/2019			iMedia Brands, Inc.
BULLDOG	United States of America	Registered/Granted	88/693,558	11/15/2019	6,634,229	2/1/2022	iMedia Brands, Inc.
BULLDOG	United States of America	Registered/Granted	87/977,415	4/29/2020	6,301,729	3/23/2021	iMedia Brands, Inc.

BULLDOG SHOPPING NETWORK	Canada	Pending	1998632	11/29/2019			iMedia Brands, Inc.
BULLDOG SHOPPING NETWORK	United States of America	Registered/Granted	88/456,728	6/3/2019	6,142,963	9/1/2020	iMedia Brands, Inc.
BULLDOG SHOPPING NETWORK & Design 	United States of America	Pending	90/065,564	7/21/2020			iMedia Brands, Inc.
DON'T MISS 	United States of America	Registered/Granted	86/310,782	6/16/2014	4,805,149	9/1/2015	Portal Acquisition Company
cj banks							
H & Design	United States of America	Registered/Granted	86/509,191	1/21/2015	5,100,945	12/13/2016	JWH Acquisition Company

	United States of America	Application filed	97/317,402	3/17/2022			iMedia Brands, Inc.
INDIGO THREAD CO	United States of America	Application filed	97/372,248	4/20/2022			iMedia Brands, Inc.
J.W. HULME	Australia	Registered/Granted	1252596	1/20/2015	1252596	10/21/2015	JWH Acquisition Company
J.W. HULME	China	Registered/Granted	1138557	7/20/2012			JWH Acquisition Company
J.W. HULME	Colombia	Registered/Granted	1252596	1/20/2015	1252596	4/5/2017	JWH Acquisition Company
J.W. HULME	European Union IPO	Registered/Granted	1138557	7/20/2012	1138557	10/15/2013	JWH Acquisition Company

J.W. HULME	India	Registered/Granted	1252596	1/20/2015	1252596	10/30/2017	JWH Acquisition Company
J.W. HULME	Israel	Registered/Granted	1252596	1/20/2015	1252596	1/5/2017	JWH Acquisition Company
J.W. HULME	Japan	Registered/Granted	1138557	7/20/2012	1138557	8/8/2013	JWH Acquisition Company
J.W. HULME	Madrid Protocol (TM)	Registered/Granted	1252596	1/20/2015	1252596	1/20/2015	JWH Acquisition Company
J.W. HULME	Madrid Protocol (TM)	Registered/Granted	1138557	7/20/2012	1138557	7/20/2012	JWH Acquisition Company
J.W. HULME	Mexico	Registered/Granted	1252596	1/20/2015	1745414	8/16/2017	JWH Acquisition Company
J.W. HULME	New Zealand	Registered/Granted	1252596	1/20/2015	1252596	11/3/2015	JWH Acquisition Company

J.W. HULME	Norway	Registered/Granted	1252596	1/20/2015	1252596	1/29/2016	JWH Acquisition Company
J.W. HULME	Republic of Korea	Registered/Granted	1252596	1/20/2015	1252596	2/22/2016	JWH Acquisition Company
J.W. HULME	Singapore	Registered/Granted	1252596	1/20/2015	1252596	12/10/2015	JWH Acquisition Company
J.W. HULME	Switzerland	Registered/Granted	1252596	1/20/2015	1252596	6/9/2016	JWH Acquisition Company
J.W. HULME	United Kingdom	Registered/Granted	UK00801138557	7/20/2012	UK00801138557	10/15/2013	JWH Acquisition Company
J.W. HULME	United States of America	Registered/Granted	85/597,619	4/13/2012	4,605,939	9/16/2014	JWH Acquisition Company

	Canada	Pending	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	Pending	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 allowed	90/503,736	2/2/2021			iMedia Brands, Inc.
ShopHQHealth	United States of America	Application allowed	90/503,749	2/2/2021			iMedia Brands, Inc.
SPORTING ORIGINALS	United States of America	Registered-Allow to Lapse	85/084,674	7/14/2010	4,085,320	1/10/2012	JWH Acquisition Company
START PLACE	United States of America	Registered/Granted	86/791,731	10/19/2015	5,024,136	8/16/2016	Portal Acquisition Company
TECHNORATI	Canada	Registered/Granted	1229581	9/8/2004	TMA670933	8/23/2006	Portal Acquisition Company
TECHNORATI	European Union IPO	Registered/Granted	004005369	9/1/2004	004005369	11/24/2005	Portal Acquisition Company

TECHNORATI	United States of America	Registered/Granted	78/407,328	4/23/2004	3,031,554	12/20/2005	Portal Acquisition Company
TEKNISION	Canada	Registered/Granted	1298260	4/19/2006	TMA688581	5/30/2007	Portal Acquisition Company
TEKNISION	United States of America	Registered/Granted	77/232,597	7/18/2007	3,483,498	8/12/2008	Portal Acquisition Company

ARTIQUE SILVER CREATIONS	United States of America	Registered	86/384,552	9/3/2014	4,864,162	12/1/2015	iMedia Brands, Inc.
BEFORE & AFTER BEAUTY	United States of America	Registered	86/531,741	2/11/2015	4,952,614	5/3/2016	iMedia Brands, Inc.
BEVERLY HILLS ELEGANCE	United States of America	Registered	78/403,329	4/16/2004	3,584,511	3/3/2009	iMedia Brands, Inc.
BRILLIANTE	United States of America	Registered	86/435,323	10/27/2014	4,723,884	4/21/2015	iMedia Brands, Inc.

CITYSCAPE	United States of America	Registered	86/570,563	3/19/2015	4,890,735	1/19/2016	iMedia Brands, Inc.
COOK'S COMPANION	United States of America	Registered	85/646,809	6/8/2012	4,601,937	9/9/2014	iMedia Brands, Inc.
COOK'S TRADITION	United States of America	Registered	85/672,075	7/9/2012	4,593,396	8/26/2014	iMedia Brands, Inc.
COZELLE	United States of America	Registered	85/246,621	2/18/2011	4,132,924	4/24/2012	iMedia Brands, Inc.

DEVINE TREATS (Stylized)	United States of America	Registered	86/979,780	1/6/2015	5,028,709	8/23/2016	iMedia Brands, Inc.
DIAMOND TREASURES	United States of America	Registered	85/631,019	5/21/2012	4,261,551	12/18/2012	iMedia Brands, Inc.
DIAMOND TREASURES	United States of America	Registered	85/717,512	8/30/2012	4,327,877	4/30/2013	iMedia Brands, Inc.

EVINE	United States of America	Registered	86/380,978	8/29/2014	4,969,486	5/31/2016	iMedia Brands, Inc.
EVINE AFTER DARK	United States of America	Registered	87/616,943	9/21/2017	5,526,273	7/24/2018	iMedia Brands, Inc.
EVINE BEAUTY EXPERIENCE	United States of America	Registered	87/312,943	1/25/2017	5,299,818	10/3/2017	iMedia Brands, Inc.

EVINE LIVE	United States of America	Registered	86/457,017	11/17/2014	4,882,874	1/5/2016	iMedia Brands, Inc.
EVINE LIVE & Design (Square Logo in Color)	United States of America	Registered	86/458,020	11/18/2014	4,875,694	12/22/2015	iMedia Brands, Inc.

EVINE LIVE & Design (Square Logo in Greyscale)	United States of America	Registered	86/458,025	11/18/2014	4,875,695	12/22/2015	iMedia Brands, Inc.
EVINE TOO	United States of America	Registered	86/805,435	10/30/2015	5,381,125	1/16/2018	iMedia Brands, Inc.

FAR EAST MARKET	United States of America	Registered	86/503,196	1/14/2015	4,919,717	3/15/2016	iMedia Brands, Inc.
FIERRA	United States of America	Registered	86/237,511	3/31/2014	4,744,921	5/26/2015	iMedia Brands, Inc.
FLASH PRICE	United States of America	Registered	85/672,070	7/9/2012	4,373,587	7/23/2013	iMedia Brands, Inc.
GALERIE DE BIJOUX & Design	United States of America	Registered	78/403,349	4/16/2004	3,506,379	9/23/2008	iMedia Brands, Inc.

GEM INSIDER	United States of America	Registered	86/354,228	7/31/2014	4,692,530	2/24/2015	iMedia Brands, Inc.
GEM TREASURES	United States of America	Registered	78/403,277	4/16/2004	3,588,909	3/10/2009	iMedia Brands, Inc.
GEM TREASURES	United States of America	Registered	85/717,413	8/30/2012	4,334,173	5/14/2013	iMedia Brands, Inc.
GEMS OF DISTINCTION	United States of America	Registered	87/576,522	8/21/2017	5,846,087	8/27/2019	iMedia Brands, Inc.

GEMS OF DISTINCTION	United States of America	Registered	87/625,887	9/28/2017	5,484,646	6/5/2018	iMedia Brands, Inc.
GLITTERSCAPE	United States of America	Registered	85/831,243	1/24/2013	4,457,864	12/31/2013	iMedia Brands, Inc.
GOLD OF DISTINCTION	United States of America	Registered	87/620,599	9/25/2017	5,577,132	10/2/2018	iMedia Brands, Inc.
GRAMERCY 22	United States of America	Registered	87/828,217	3/9/2018	5,719,541	4/9/2019	iMedia Brands, Inc.
GRAND SUITES	United States of America	Registered	85/715,036	8/28/2012	4,353,017	6/18/2013	iMedia Brands, Inc.

HALFWAY TO CHRISTMAS	United States of America	Registered	87/543,178	7/26/2017	5,591,362	10/23/2018	iMedia Brands, Inc.
HALFWAY TO XMAS	United States of America	Registered	87/543,153	7/26/2017	5,533,221	8/7/2018	iMedia Brands, Inc.
HOT FLASHES	United States of America	Registered	86/503,048	1/14/2015	4,844,346	11/3/2015	iMedia Brands, Inc.
INNOVA	United States of America	Registered	86/359,971	8/7/2014	4,682,240	2/3/2015	iMedia Brands, Inc.
KATE & MALLORY	United States of America	Registered	85/440,147	10/5/2011	4,659,910	12/23/2014	iMedia Brands, Inc.
KATE & MALLORY	United States of America	Registered	85/980,814	10/5/2011	4,476,291	1/28/2014	iMedia Brands, Inc.

KNITHAUS	United States of America	Registered	86/576,190	3/25/2015	4,989,775	6/28/2016	iMedia Brands, Inc.
LABRADO	United States of America	Registered	86/183,205	2/3/2014	4,725,004	4/21/2015	iMedia Brands, Inc.
LINDEN RIDGE	United States of America	Registered	86/490,421	12/24/2014	4,875,797	12/22/2015	iMedia Brands, Inc.
LIQUID COOL	United States of America	Registered	86/354,257	7/31/2014	4,928,277	3/29/2016	iMedia Brands, Inc.

LIVE FIT MD	Canada	Application Filed	2037749	7/2/2020			iMedia Brands, Inc.
LIVE FIT MD	Mexico	Examination in progress	2380914	7/13/2020			iMedia Brands, Inc.
LIVE FIT MD	Mexico	Examination in progress	2380913	7/13/2020			iMedia Brands, Inc.
LIVE FIT MD	Mexico	Examination in progress	2380269	7/13/2020			iMedia Brands, Inc.
LIVE FIT MD	Mexico	Registered	2380922	7/13/2020	2238241	4/28/2021	iMedia Brands, Inc.

LIVE FIT MD	Mexico	Registered	2380921	7/13/2020	2150632	9/28/2020	iMedia Brands, Inc.
LIVE FIT MD	Mexico	Registered	2380920	7/13/2020	2150631	9/28/2020	iMedia Brands, Inc.
LIVE FIT MD	United States of America	Allowed	88/744,741	1/2/2020			iMedia Brands, Inc.
LOVE ONE LOVE ALL	United States of America	Registered	86/955,359	3/28/2016	5,770,026	6/4/2019	iMedia Brands, Inc.
MARITA	United States of America	Registered	86/524,437	2/4/2015	4,942,598	4/19/2016	iMedia Brands, Inc.
META ACTIVEWEAR	United States of America	Published	90/292,153	11/1/2020			iMedia Brands, Inc.
META ACTIVEWEAR & Design	United States of America	Published	90/292,151	11/1/2020			iMedia Brands, Inc.
MICROLUXE	United States of America	Registered	86/616,620	5/1/2015	5,757,902	5/21/2019	iMedia Brands, Inc.

MODX & Design	United States of America	Registered	87/828,230	3/9/2018	5,555,821	9/4/2018	iMedia Brands, Inc.
NORTH SHORE LIVING	United States of America	Registered	86/585,992	4/2/2015	5,042,112	9/13/2016	iMedia Brands, Inc.
NYC II	United States of America	Registered	86/354,327	7/31/2014	4,692,532	2/24/2015	iMedia Brands, Inc.
ONE SOL & Design	United States of America	Registered	86/662,208	6/15/2015	4,889,186	1/19/2016	iMedia Brands, Inc.
OSO CASUALS	United States of America	Registered	86/324,349	6/30/2014	4,688,249	2/17/2015	iMedia Brands, Inc.

PASSAGE TO ISRAEL	United States of America	Registered	86/503,106	1/14/2015	4,807,492	9/8/2015	iMedia Brands, Inc.
QUICKBUY	United States of America	Registered	77/204,722	6/13/2007	3,587,971	3/10/2009	iMedia Brands, Inc.
SHOP HQ & Design	United States of America	Registered	88/506,120	7/9/2019	6,062,359	5/26/2020	iMedia Brands, Inc.

SHOP HQ & Design	Canada	Application Filed	2001167	12/13/2019			iMedia Brands, Inc.
SHOP. SHARE. SMILE. (Stylized)	United States of America	Registered	86/458,037	11/18/2014	4,875,697	12/22/2015	iMedia Brands, Inc.
SHOPHQ	Australia	Registered	1060191	11/10/2010	1060191	11/10/2010	ValueVision Media, Inc.
SHOPHQ	China	Registered	1060191	11/10/2010	1060191	11/10/2010	ValueVision Media, Inc.

SHOPHQ	European Community	Registered	1060191	11/10/2010	1060191	11/10/2010	ValueVision Media, Inc.
SHOPHQ	India	Registered	2052390	11/11/2010	2052390	8/31/2016	iMedia Brands, Inc.
SHOPHQ	Japan	Registered	1060191	11/10/2010	1060191	11/10/2010	ValueVision Media, Inc.

SHOPHQ	Madrid Protocol (TM)	Registered	1060191	11/10/2010	1060191	11/10/2010	ValueVision Media, Inc.
SHOPHQ	Republic of Korea	Registered	1060191	11/10/2010	1060191	11/10/2010	ValueVision Media, Inc.
SHOPHQ	United Kingdom	Registered	UK00801060191	11/10/2010	UK00801060191	11/10/2010	ValueVision Media, Inc.

SHOPHQ	United States of America	Registered	85/056,243	6/7/2010	4,368,884	7/16/2013	iMedia Brands, Inc.
SHOPHQ	Vietnam	Registered	1060191	11/10/2010	1060191	11/10/2010	ValueVision Media, Inc.
SHOPHQ AFTER DARK	United States of America	Registered	88/592,313	8/26/2019	6,170,912	10/6/2020	iMedia Brands, Inc.
SHOPHQ AFTER DARK	Canada	Application Filed	2001141	12/13/2019			iMedia Brands, Inc.

SHOPHQ HQ HEALTH & Design	United States of America	Published	90/305,800	11/8/2020			iMedia Brands, Inc.
SLEEP RETREAT	United States of America	Registered	86/570,570	3/19/2015	4,989,736	6/28/2016	iMedia Brands, Inc.
SURESOF	United States of America	Registered	86/018,795	7/24/2013	4,455,162	12/24/2013	iMedia Brands, Inc.

THE SIZZLE	United States of America	Registered	86/475,541	12/9/2014	5,041,877	9/13/2016	iMedia Brands, Inc.
TODAY'S TOP VALUE	United States of America	Registered	77/873,688	11/16/2009	3,967,139	5/24/2011	iMedia Brands, Inc.
TRAVELRIGHT	United States of America	Registered	86/439,927	10/30/2014	4,838,175	10/20/2015	iMedia Brands, Inc.
VALUEPAY	Canada	Application Filed	1998510	11/28/2019			iMedia Brands, Inc.

VALUEPAY	United States of America	Registered	75/442,405	2/25/1998	2,247,569	5/25/1999	iMedia Brands, Inc.
VALUEPAY	United States of America	Registered	88/463,345	6/6/2019	5,943,558	12/24/2019	iMedia Brands, Inc.
VIALE18K	United States of America	Registered	85/375,395	7/19/2011	4,195,795	8/21/2012	iMedia Brands, Inc.
WAKE UP IN STYLE	United States of America	Registered	86/384,587	9/3/2014	4,720,085	4/14/2015	iMedia Brands, Inc.

WAKE UP LIVE	United States of America	Registered	86/808,249	11/3/2015	4,992,676	7/5/2016	iMedia Brands, Inc.
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