

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM835915

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
iMedia Brands, Inc.		08/15/2023	Corporation:
RECEIVING PARTY DATA			
Name:	IV Media, LLC		
Street Address:	38955 Hills Tech Drive		
City:	Farmington Hills		
State/Country:	MICHIGAN		
Postal Code:	48331		
Entity Type:	Limited Liability Company: UNITED STATES		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	88456747	LAVENTA	
Serial Number:	88456697	LAVENTA	
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>			
Email:	RMoir@oaklandlawgroup.com		
Correspondent Name:	Robert Moir		
Address Line 1:	38955 Hills Tech Drive		
Address Line 4:	Farmington Hills, MICHIGAN 48331		
NAME OF SUBMITTER:	Robert Moir		
SIGNATURE:	/Robert Moir/		
DATE SIGNED:	08/31/2023		
Total Attachments: 27			
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ASSIGNMENT OF TRADEMARKS

This ASSIGNMENT OF TRADEMARKS (this “Assignment”) is made and entered into as of the Closing Date (the “Effective Date”) by and between iMedia Brands, Inc., a Minnesota corporation, and the other Sellers party to the Purchase Agreement (collectively, “Assignor”) and IV Media, LLC, a Michigan limited liability company (“Assignee”). Assignor and Assignee are sometimes referred to collectively herein as the “Parties” and individually as a “Party.”

RECITALS

A. This Assignment is made and entered into in connection with the transactions contemplated by that certain Asset and Equity Purchase Agreement, dated as of August 15, 2023 (as may be amended, restated, supplemented or otherwise modified from time to time, the “Purchase Agreement”), by and among Assignor and Assignee.

B. Pursuant to the Purchase Agreement, Assignor has agreed to, among other things, sell, transfer, assign, convey and deliver, or cause to be sold, transferred, assigned, conveyed and delivered, free and clear of all Claims (other than Assumed Liabilities) and Encumbrances (other than Permitted Encumbrances), to Assignee and/or one or more of its Affiliates as designated by Assignee, and Assignee has agreed to purchase, acquire and accept from Assignor, all of Assignor’s right, title and interest in and to the Trademarks included in the Purchased Assets, including without limitation the applications and registrations of Trademarks set forth on Attachment A attached hereto, together with the goodwill of the business symbolized thereby (collectively, the “Assigned Trademarks”).

C. Assignee is the successor to Assignor’s business or portion of the business to which the applicable Assigned Trademark pertains, which business is ongoing and existing.

D. Assignee wishes to acquire all of Assignor’s right, title and interest in and to the Assigned Trademarks, and Assignor wishes to assign such right, title and interest in and to such Assigned Trademarks to Assignee.

NOW, THEREFORE, in consideration of the foregoing and the covenants and agreements contained herein, and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties, intending to be legally bound, hereby agree as follows:

AGREEMENT

1. Definitions. Capitalized terms used but not defined herein shall have the respective meanings given to such terms in the Purchase Agreement.

2. Transfer of Assigned Trademarks. Assignor hereby irrevocably and unconditionally sells, transfers, assigns, conveys and delivers to Assignee and its successors and assigns, and Assignee does hereby unconditionally accept: (a) all of Assignor’s right, title and interest in and to the Assigned Trademarks, together with all goodwill associated with the foregoing; (b) all royalties, fees, income, payments, and other proceeds now or hereafter due or payable to Assignor with respect to any of the foregoing; (c) all claims, causes of action and

enforcement rights, whether currently pending, filed, or otherwise, with respect to the Assigned Trademarks, including all rights to damages, injunctive relief and other remedies for past, current and future infringement of the Assigned Trademarks; (d) the right to secure registration of the Assigned Trademarks and of this Assignment; and (e) the right to initiate other proceedings before all Governmental Authorities with respect to the Assigned Trademarks.

3. Further Assurances; Recordation. Assignor covenants and agrees that, from time to time, Assignor shall, at Assignee's sole cost and expense, provide any further necessary documentation and do all further acts that are, in each case, reasonably requested in writing by Assignee and necessary to transfer and perfect title in and to the Assigned Trademarks in Assignee, its successors and assigns. Assignor hereby authorizes the Commissioner for Trademarks of the United States Patent and Trademark Office and any other applicable Governmental Authority to record and register this Assignment upon request by Assignee, at the sole cost and expense of Assignee.

4. Terms of the Purchase Agreement. This Assignment is executed and delivered pursuant to the Purchase Agreement. In the event of a conflict between the terms and conditions of this Assignment and the terms and conditions of the Purchase Agreement, the terms and conditions of the Purchase Agreement shall govern, supersede and prevail to the extent of the conflict. The Purchase Agreement shall govern the representations, warranties and obligations of the Parties with respect to the Assigned Trademarks. Notwithstanding anything to the contrary in this Assignment, nothing herein is intended to, nor shall it, extend, amplify or otherwise alter any representation, warranty, covenant, liability or obligation contained in the Purchase Agreement.

5. Entire Agreement. This Assignment and the Purchase Agreement reflect the entire understanding of the Parties relating to the sale, assignment, transfer, conveyance and delivery of the Assigned Trademarks from Assignor to Assignee, and supersede all prior agreements, understandings or letters of intent between or among the Parties regarding the subject matter of this Assignment and the Purchase Agreement.

6. Successors and Assigns. Assignee may freely assign this Assignment and its rights hereunder to any successor or assign. Assignor may not assign this Assignment or any right hereunder to any party without the written consent of Assignee. Any attempted assignment or transfer other than as permitted above will be null and void.

7. Governing Law; Jurisdiction. Section 11.04 and Section 11.05 of the Purchase Agreement are hereby incorporated, *mutatis mutandis*.

8. Severability. If any term, provision, covenant or restriction of this Assignment is held by a court of competent jurisdiction or other authority to be invalid, void or unenforceable, the remainder of the terms, provisions, covenants and restrictions of this Assignment shall remain in full force and effect and shall in no way be affected, impaired or invalidated so long as the economic or legal substance of the transactions contemplated hereby is not affected in any manner materially adverse to any Party. Upon such a determination, the Parties shall negotiate in good faith to modify this Assignment so as to effect the original intent of the Parties as closely as possible in a mutually acceptable manner in order that the transaction contemplated hereby be consummated as originally contemplated to the fullest extent possible.

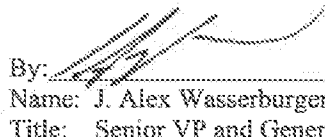
9. Counterparts. This Assignment may be signed in any number of counterparts, each of which shall be an original, with the same effect as if the signatures thereto and hereto were upon the same instrument. No other provision of this Assignment is intended to confer upon any Person other than the Parties any rights, benefits, Proceedings or remedies hereunder. Signatures to this Agreement transmitted by electronic mail in .pdf form, or by any other electronic means designed to preserve the original graphic and pictorial appearance of a document (including DocuSign), will be deemed to have the same effect as physical delivery of the paper document bearing the original signatures.

(Signature Pages Follow)

IN WITNESS WHEREOF, the Parties have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

ASSIGNOR

VALUEVISION INTERACTIVE, INC., a Minnesota corporation
VVI FULFILLMENT CENTER, INC., a Minnesota corporation
VALUEVISION MEDIA ACQUISITIONS, INC., a Delaware corporation
NORWELL TELEVISION, LLC, a Delaware limited liability company
VALUEVISION RETAIL, INC., a Delaware corporation
JWH ACQUISITION COMPANY, a Minnesota corporation
867 GRAND AVENUE, LLC, a Minnesota limited liability company
PW ACQUISITION COMPANY, LLC, a Minnesota limited liability company
EP PROPERTIES, LLC, a Minnesota limited liability company
FL ACQUISITION COMPANY, a Minnesota corporation

By: 
Name: J. Alex Wasserburger
Title: Senior VP and General Counsel

ACKNOWLEDGEMENT

COUNTY OF _____)
) SS:
STATE OF _____)

The foregoing Assignment was acknowledged before me this ____ day of [____], 2023 by _____, the _____ of [____], a [____] [____]. He/She is personally known to me or has produced _____ as identification.

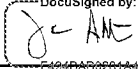
Notary: _____ [NOTARIAL SEAL]
Print Name: _____ Notary Public, State of _____
My commission expires: _____

[Signature Page to Assignment of Trademarks]

IN WITNESS WHEREOF, the Parties have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

ASSIGNOR

IMEDIA BRANDS, INC.

By:  DocuSigned by:
Name: James Alt
Title: Chief Transformation Officer

ACKNOWLEDGEMENT

COUNTY OF _____)
STATE OF _____) SS:

The foregoing Assignment was acknowledged before me this ___ day of [___], 2023 by _____, the _____ of [____], a [____] [____]. He/She is personally known to me or has produced _____ as identification.

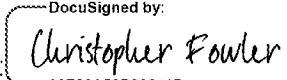
Notary: _____
Print Name: _____

[NOTARIAL SEAL]
Notary Public, State of _____
My commission expires:

IN WITNESS WHEREOF, the Parties have caused this Assignment to be executed by their duly authorized representatives as of the Effective Date.

ASSIGNEE

IV MEDIA, LLC

By:  _____
Name: Christopher Fowler
Title: Manager

Attachment A

Assigned Trademarks

<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>
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.
H & Design	United States of America	Registered/Granted	86/509,191	1/21/2015	5,100,945	12/13/2016	JWH Acquisition Company
IMEDIA BRANDS CYCLE Logo	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	Brazil	Registered/Granted	909187185	3/31/2015	909187185	9/26/2017	J.W. Hulme Company, LLC
J.W. HULME	Canada	Registered/Granted	1587435	7/24/2012	TMA927000	1/25/2016	J.W. Hulme Company, LLC
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	1138557	JWH Acquisition Company
J.W. HULME	Hong Kong	Registered/Granted	302323737	7/23/2012	302323737	2/18/2013	J.W. Hulme Company, LLC

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	Kuwait	Registered/Granted	162466	1/26/2015	143005	11/3/2016	J.W. Hulme Company, LLC
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	Malaysia	Registered/Granted	2015050926	1/26/2015	2015050926	5/2/2017	J.W. Hulme Company, LLC
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	Saudi Arabia	Registered/Granted	1436016915	5/26/2015	1436016915	9/30/2015	J.W. Hulme Company, LLC

J.W. HULME	Singapore	Registered/Granted	1252596	1/20/2015	1252596	12/10/2015	JWH Acquisition Company
J.W. HULME	South Africa	Registered/Granted	201508113	3/26/2015	201508113	9/28/2017	J.W. Hulme Company, LLC
J.W. HULME	Switzerland	Registered/Granted	1252596	1/20/2015	1252596	6/9/2016	JWH Acquisition Company
J.W. HULME	Taiwan	Registered/Granted	104004296	1/23/2015	1733344	10/16/2015	J.W. Hulme Company, LLC
J.W. HULME	Thailand	Registered/Granted	979890	3/26/2015	171105363	3/26/2015	J.W. Hulme Company, LLC
J.W. HULME	United Arab Emirates	Registered/Granted	233702	5/24/2015	233702	11/9/2015	J.W. Hulme Company, LLC

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
J.W. HULME	Vietnam	Registered/Granted	4201507676	4/3/2015	272849	12/2/2016	J.W. Hulme Company, LLC
J.W. HULME - Customs Recordal	China	Registered/Granted	G1138557		1138557		
J.W. HULME CO. SINCE 1905 & Design	Indonesia	Registered/Granted	D002015007227	2/24/2015	IDM000670796	2/12/2020	J.W. Hulme Company, LLC

LAVENTA	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.
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	10/31/2018	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.
SURESOFT	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.
IMDS	United States of America	Pending	97/421067	5/20/2022			iMedia Brands, Inc.
J.W. HULME CO. SINCE 1905 & Design	United States of America	Pending	97/483666	30.06.2022			JWH Acquisition Company
J.W. HULME	Argentina	Registered	3399389	07.04.2015	2783945	05.02.2016	J.W. HULME COMPANY, LLC
J.W. HULME	Philippines	Registered	1252596	20.01.2015	1252596	20.01.2015	J.W. HULME COMPANY, LLC