

08-17-1998

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8-11-98

FORM PTO-1584
1-31-92



COVER SHEET
S ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

Tab settings

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To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof

1. Name of conveying party(ies):

HSN Lifeway Health Products, Inc.

- Individual(s)
- General Partnership
- Corporation-State
- Other Delaware
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):

Name: Home Shopping Club LP

Internal Address: Legal Dept.

Street Address: 1 HSN Drive

City: St. Petersburg State: FL ZIP: 33729

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership Delaware
- Corporation-State
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: February 12, 1998

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark registration No.(s)

see attached

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Susan D. Weis

Internal Address: Legal Dept.

Street Address: 1 HSN Drive

City: St. Petersburg State: FL ZIP: 33729

6. Total number of applications and registrations involved:

5

7. Total fee (37 CFR 3.41):

\$ 120.00

Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Susan D. Weis

Name of Person Signing

Susan D. Weis

Signature

8/11/98

Date

Total number of pages comprising cover sheet:

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OMB No. 0651-0011 (exp. 4/94)

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EXHIBIT A

NAME	DATE OF REGISTRATION	REGISTRATION NUMBER
A TASTE OF LIFE	Jan 26, 1993	1,749,516
A TASTE OF LIFE	Feb 2, 1993	1,750,817
NUTRAROAST	Mar 11, 1997	2,044,824
OPTI LIFE	Feb 8, 1994	1,820,402
WITHOUT PAIN	Oct 5, 1993	1,796,743

05-27-1998

D.

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U.S. PATENT & TRADEMARK OFFICE

100719699
To the Honorable Commissioner of



U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

Original documents or copy thereof.

1. Name of conveying party(ies):

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- General Partnership
- Corporation-State
- Other
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- Limited Partnership
- Delaware

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

SUSAN D. WEIS
Name of Person Signing

Susan D. Weis
Signature

5/4/98
Date

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ASSIGNMENT

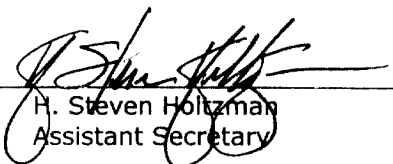
WHEREAS, HSN LIFEWAY HEALTH PRODUCTS, INC., a Delaware corporation, having an address of 1 HSN Drive, St. Petersburg, FL 33729 ("LifeWay"), is the owner of the trademarks listed in Exhibit A for which it has obtained United States trademark registrations;

WHEREAS, HOME SHOPPING CLUB LP, a Delaware limited partnership, having an address of 1 HSN Drive, St. Petersburg, FL 33729 ("Home Shopping"), is desirous of acquiring any and all rights that LifeWay may have in and to said trademarks, together with the goodwill of the business in connection with which said trademarks are used;

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, all rights, title and ownership of the trademarks and the registrations associated therewith, as listed in the attached Exhibit, are assigned, transferred and sold nunc pro tunc to Home Shopping together with the goodwill of the business symbolized by each trademark, which assignment and transfer includes any and all past and present rights and power, statutory and common law which have accrued or may accrue.

Executed this 12th day of February, 1998.

HSN LIFEWAY HEALTH PRODUCTS, INC.

By : 
H. Steven Holtzman
Assistant Secretary