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U.S. DEPARTMENT OF COMMERCE Palent and Trade

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To the Honorable Commissioner of Patents and Trademarks: Please record the effected original documents or copy them

1. Name of conveying party(les):

HSN Lifeway Health Products, Inc.

0	Individual(s)
a	General Partnership
P**	

Association Limited Partnership

☐ Other

Delaware Additional name(s) of conveying party(les) attached? 

Yes: 

No

3. Nature of conveyance:

a	Assignment
	Security Agreeme
	Other

☐ Merger ☐ Change of Name

Execution Date: February 12

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

Name: Home Shopping Club

Legal Dept. 1 HSN Drive Street Address:

CINSt. Petersburgiale: FL. ZIP: 33729

☐ Individual(s) citizenship

Association

General Partnership M Limited Partnership

Corporation-State

Other.

If assignee is not domiciled in the Un □ No

(Designations must be a ser nngissA mor Additional name(s) & address(es) attached? C Yes

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

A. Trademark Application No.(s)

B. Trademark registration No.(s)

see attached

ional numbers attached? 🖸 Yes 🚨 No

5.	Name and concerning	address of document	party to should b	whon e ma	n correspondence iiled:
			_		•

Name: Susan D. Weis Internal Address: Legal Dept.

HSN Drive Street Address:

Petersburg FL

Total number of applications and registrations involved: .....

5

7. Total fee (37 CFR 3.41):.....\$ 120.00

M Enclosed

Authorized to be charged to deposit account

8. Deposit account number:

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

ZIP: 33729

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

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

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TRADEMARK

06/14/1996 TTOM11 00000001 1749516

## **EXHIBIT A**

NAME	DATE OF REGISTRATION	REGISTRATION NUMBER
	COMMISSION CONTRACTOR OF THE CAUCAL STREET, S. M.	IV W. III III ZILI V
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

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Total See V			<b>Y Y</b>
To differentitle Contrologiener o	1007		iginal decuments or copy thereof.
1. New of conveying party(los):		2. Name and address of	• • • •
Products, Inc.	tn		opping Club LP
Troducts, inc.			Legal Dept.
	<b>.</b>	Street Address:	HSN Drive
Individual(s)     General Partnership	O Umited Partnership	St.Peters	burgate: FLzp.3372
Composition-State Del	aware	D Institution of the	nehin
Additional remarkal of conveying puriplical of	Replace O Yes O No	O Assessables	
3. Nature of conveyence:		D United Performed	Delaware
□ Assistment	O Margar	Comparation-State.	•
Security Agreement	Charge of Name	Family and and desirable in the	o United States, a destactic representative
Execution Date: February	12. 1998		to december t from Audigmentally
Execution Date:	12, 1330	Additional variety & addression	Hamilton Q Year Q No
4. Application number(s) or registration	on number(s):	t	
A. Trademark Application No.(s)		B. Trademark reg	istration No.(s)
		see at	tached
	Additional equations of		
5. Name and address of party to who concerning document should be m	m correspondence elled:	6. Total number of application registrations involved:	ans and
Name: Susan D. Wei	is		
Internal Address: Legal	Dept.	7. Total fee (37 CFR 3.41	<u>120.00</u>
		20 Enclosed	
			turned Engage of bearing
1 HCM D	- 1 - 1		wged to deposit account
Street Address: 1 HSN Dz	-TAE	8. Deposit account number	kr.
Civ.St.Petersburg			his page il paying by deposit accoun
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9. Statement and signature.			
To the best of my knowledge and be of the original document.	eser, and roragonig irriorm	abon is true and correct and	any arrached copy is a true copy
SUSAN D. WE'S	Vinsa	w Willes	5/4/98
Name of Person Signing		Signature	Des
		Total number of page	comprising cover sheet
OMB No. 0051-0011 (erg. 4/64)			- <del> </del>
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REEL: 1771 FRAME: 0263





<u>ASSIGNMENT</u>

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, EL 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.

RECORDED: 05/06/1998

HSN LIFEWAY HEALTH PRODUCTS, INC.

y : \_**X**\_

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