

02-14-2002



101982684

HEET

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Docket No.:

Tab settings

To the Honorable Commissioner of F

REGISTRARS. Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
iConcepts, Inc.

1-29-02

Individual(s)                       Association  
 General Partnership               Limited Partnership  
 Corporation-State Virginia  
 Other \_\_\_\_\_

Additional names(s) of conveying party(ies)       Yes  No

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

Name: Concepts Direct, Inc.

Internal Address: \_\_\_\_\_

Street Address: 2950 Colorful Avenue

City: Longmont                      State: CO    ZIP: 80504

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

If assignee is not domiciled in the United States, a domestic designation is                       Yes     N  
(Designations must be a separate document from  
Additional name(s) & address(es)                       Yes     N

3. Nature of conveyance:

Assignment                       Merger  
 Security Agreement               Change of Name  
 Other \_\_\_\_\_

Execution Date: December 10, 2001

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

A. Trademark Application No.(s)  
75/769,826      75/769,828

Additional numbers       Yes  No

B. Trademark Registration No.(s)  
2,411,441      2,502,747

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

Name: Mary Dalton Baril, Esq.

Internal Address: McGuireWoods LLP

Street Address: One James Center, 901 East Cary Street

City: Richmond                      State: VA    ZIP: 23219-4030

6. Total number of applications and registrations involved: 4

7. Total fee (37 CFR 3.41):.....\$ \$112.00

Enclosed  
 Authorized to be charged to deposit account

8. Deposit account number: \_\_\_\_\_

02/13/2002 6TON11 00000050 130437 75769826  
01 FC:4A: 40.00 OP  
02 FC:4B: 3.00 CH 72.00 OP

DO NOT USE THIS SPACE

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.*

Mary Dalton Baril                      Mary Baril                      1/2, 2002  
Name of Person Signing                      Signature                      Date

Total number of pages including cover sheet, attachments, and 4

## UNITED STATES SERVICE MARK ASSIGNMENT

WHEREAS, iConcepts, Inc., a corporation duly organized and existing under the laws of the State of Virginia, hereinafter referred to as "ASSIGNOR," has adopted and used and is the owner of the marks set forth in the Schedule to this United States Service Mark Assignment (the "Marks"), together with the goodwill of the business in connection with which the Marks have been used (the "Goodwill"), and the United States Service Mark Applications and Registrations for the Marks (the "Applications and Registrations"); and

WHEREAS, Concepts Direct, Inc., a corporation duly organized and existing under the laws of the State of Delaware, and an affiliate of ASSIGNOR, hereinafter referred to as "ASSIGNEE," is desirous of acquiring the Marks, together with the Goodwill and the Applications and Registrations;

NOW, THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ASSIGNOR has agreed to sell and has sold, assigned, transferred and set over, and by these presents does sell, assign, transfer and set over unto ASSIGNEE and its successors and assigns ASSIGNOR's entire right, title and interest in and to the Marks, the Goodwill and the Applications and Registrations, to be held and enjoyed by ASSIGNEE for its own use and benefit and for the use and benefit of its assigns and legal representatives, for the full extent of the life of the Marks and the terms of the Applications and Registrations, to be used as fully and entirely as such rights would have been held and enjoyed by ASSIGNOR had this Assignment and sale not been made.

ASSIGNOR covenants that ASSIGNOR is the owner of the Marks and the holder of record title to the Applications and Registrations, and that ASSIGNOR has full power to make this Assignment.

IN WITNESS WHEREOF, ASSIGNOR has caused this Assignment to be executed this 10TH day of DECEMBER, 2001.

iConcepts, Inc.

By: Phillip A. Wiland

Name: PHILLIP A. WILAND

Title: CHAIRMAN

## SCHEDULE

### REGISTRATIONS

<u>Name of Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
YOURCOUNTRYSTORE	2,411,441	December 5, 2000
THE BEAR HOUSE	2,502,747	October 30, 2001

### APPLICATIONS

<u>Name of Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
IGIFT	75/769,826	August 6, 1999
COLLECTIBLECITY	75/769,828	August 6, 1999