

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Boscov's, Inc.		11/14/2005	CORPORATION: PENNSYLVANIA
RECEIVING PARTY DATA			
Name:	Best of TV Company		
Street Address:	4500 Perkiomen Avenue		
City:	Reading		
State/Country:	PENNSYLVANIA		
Postal Code:	19601		
Entity Type:	LIMITED LIABILITY COMPANY: PENNSYLVANIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78212404	BEST OF TV	
CORRESPONDENCE DATA			
Fax Number:	(610)988-0828		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	610-478-2167		
Email:	tfd@stevenslee.com		
Correspondent Name:	Timothy F. Demers		
Address Line 1:	111 N. Sixth Street		
Address Line 4:	Reading, PENNSYLVANIA 19601		
ATTORNEY DOCKET NUMBER:	001857.00056		
NAME OF SUBMITTER:	Timothy F. Demers		
Signature:	/Tim Demers/		
Date:	11/17/2005		

CH \$40.00 78212404

Total Attachments: 1
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ASSIGNMENT OF TRADEMARK

FOR VALUE RECEIVED, the undersigned BOSCOV'S, INC., a Pennsylvania corporation having an address at 4500 Perkiomen Avenue, Reading, PA 19606 ("Assignor") hereby assigns to BEST OF TV COMPANY, a Pennsylvania limited liability company also having an address at 4500 Perkiomen Avenue, Reading, PA, 19606 ("Assignee"), the following trademark and its respective application:

BEST OF TV, US Serial No. 78-212404

together with all goodwill and rights in and to such trademark and application, and to the US Trademark Registration with respect to it when and if such may be issued, to and for the benefit of Assignee.

IN WITNESS WHEREOF, the Assignor hereby executes this Assignment in favor of Assignee effective as of this 14th day of November, 2005.

BOSCOV'S, INC.

By: 