

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HSNi, LLC	FORMERLY HSN LP	06/11/2010	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	HSNi, LLC		
Street Address:	160 Greentree Drive		
Internal Address:	Suite 101		
City:	Dover		
State/Country:	DELAWARE		
Postal Code:	19904		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2479935	HSN.COM	
Registration Number:	3106964	OAK CREEK HOME	
Registration Number:	3819625	CONCIERGE COLLECTION	
CORRESPONDENCE DATA			
Fax Number:	(813)229-4133		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	813-223-7000		
Email:	trademarks@carltonfields.com		
Correspondent Name:	William Giltinan		
Address Line 1:	P.O. Box 3239		
Address Line 2:	Attn: IP Dept.		
Address Line 4:	Tampa, FLORIDA 33601-3239		
ATTORNEY DOCKET NUMBER:	55270/42345		

CH \$90.00 2479935

900168772

**TRADEMARK
 REEL: 004255 FRAME: 0689**

NAME OF SUBMITTER:	William Giltinan
Signature:	/William Giltinan/
Date:	08/06/2010
Total Attachments: 4 source=HSN LP Conversion to HSNi LLC#page1.tif source=HSN LP Conversion to HSNi LLC#page2.tif source=HSN LP Conversion to HSNi LLC#page3.tif source=HSN LP Conversion to HSNi LLC#page4.tif	

Delaware

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The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF A DELAWARE LIMITED PARTNERSHIP UNDER THE NAME OF "HSN LP" TO A DELAWARE LIMITED LIABILITY COMPANY, CHANGING ITS NAME FROM "HSN LP" TO "HSNI, LLC", FILED IN THIS OFFICE ON THE SEVENTEENTH DAY OF JUNE, A.D. 2010, AT 1:31 O'CLOCK P.M.

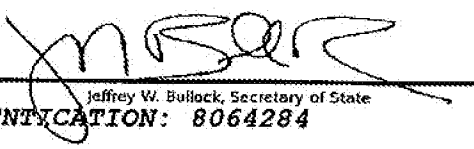
AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF CONVERSION IS THE TWENTIETH DAY OF JUNE, A.D. 2010, AT 5 O'CLOCK P.M.

2854824 8100V

100666406

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8064284

DATE: 06-18-10

TRADEMARK
REEL: 004255 FRAME: 0691

CERTIFICATE OF CONVERSION
CONVERTING
HSN LP
(a Delaware limited partnership)

TO

HSNi, LLC
(a Delaware limited liability company)

The Certificate of Conversion is being filed for the purpose of converting HSN LP, a Delaware limited partnership (the "Converting Partnership"), to a Delaware limited liability company to be named "HSNi, LLC" (the "Company"), pursuant to Section 18-214 of the Delaware Limited Liability Company Act, 6 DEL. C. Sections 18-101 et seq. (the "Delaware LLC Act").


The undersigned, as an authorized person of the Converting Partnership, does hereby certify as follows:

1. Name of Converting Corporation. The name of the Converting Partnership immediately prior to the filing of this Certificate of Conversion was HSN LP.
2. Date and Jurisdiction of Organization of Converting Partnership. The date on which and the jurisdiction where, the Converting Partnership was formed, which jurisdiction has not changed, are as follows:

<u>Date</u>	<u>Jurisdiction</u>
2/3/98	Delaware
3. Name of Converted Limited Liability Company. The name of the Delaware limited liability company to which the Converting Partnership is being converted and the name set forth in the Certificate of Formation of the Company filed in accordance with Section 18-214(b) of the Delaware LLC Act is "HSNi, LLC".
4. Effective Time. The effective date and time of this Certificate shall be 5:00 p.m. Eastern Time, on June 20, 2010.

IN WITNESS WHEREOF, the undersigned has duly executed this Certificate of Conversion as of June 11, 2010.

HSN LP by HSN, Inc.
Its General Partner

By: 
Linda C. Frazier
Vice President, Senior Counsel and
Assistant Secretary

Delaware

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The First State

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE DO HEREBY CERTIFY THAT THE ATTACHED IS A TRUE AND CORRECT COPY OF CERTIFICATE OF FORMATION OF "HSNI, LLC" FILED IN THIS OFFICE ON THE SEVENTEENTH DAY OF JUNE, A.D. 2010, AT 1:31 O'CLOCK P.M.


AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF FORMATION IS THE TWENTIETH DAY OF JUNE, A.D. 2010, AT 5 O'CLOCK P.M.

2854824 8100V

100666406

You may verify this certificate online
at corp.delaware.gov/authver.shtml




Jeffrey W. Bullock, Secretary of State
AUTHENTICATION: 8064284

DATE: 06-18-10

TRADEMARK
REEL: 004255 FRAME: 0693

CERTIFICATE OF FORMATION

OF

HSNI, LLC

This Certificate of Formation of HSNI, LLC ("LLC"), dated as of June 11, 2010, is being duly executed and filed by Gregory J. Henchel, as an authorized person, to form a limited liability company under the Delaware Limited Liability Company Act, 6 Del. C. §§ 18-101 *et seq.*

1. Name. The name of the limited liability company formed hereby is HSNI, LLC.
2. Registered Office. The address of the registered office of the limited liability company in the State of Delaware is 160 Greentree Drive, Suite 101, Dover, Delaware 19904.
3. Registered Agent. The name and address of the registered agent for service of process on LLC in the State of Delaware is National Registered Agents, Inc., 160 Greentree Drive, Suite 101, Dover, Delaware 19904.
4. Effective Time. The effective date and time of this Certificate shall be 5:00 p.m. Eastern Time on June 20, 2010.

IN WITNESS WHEREOF, the undersigned has executed this Certificate of Formation as of the date first above written.



Gregory J. Henchel
Authorized Person