

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE BY SECURED PARTY

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Crystal Financial LLC, as Agent		02/09/2012	LIMITED LIABILITY COMPANY: DELAWARE

**RECEIVING PARTY DATA**

<b>Name:</b>	ValueVision Media, Inc.
<b>Street Address:</b>	6740 Shady Oak Road
<b>City:</b>	Eden Prairie
<b>State/Country:</b>	MINNESOTA
<b>Postal Code:</b>	55344
<b>Entity Type:</b>	CORPORATION: MINNESOTA

**PROPERTY NUMBERS Total: 35**

Property Type	Number	Word Mark
Registration Number:	2247569	VALUEPAY
Registration Number:	2348529	VALUEVISION
Registration Number:	2989924	VAN BELINGER COLLECTION
Registration Number:	2929420	REAL CHEF
Registration Number:	2960383	REAL CHEF
Registration Number:	3365166	BRILLIANTE
Registration Number:	3587971	QUICKBUY
Registration Number:	3780979	DREAM OAKS
Registration Number:	3806942	925 FUSION
Registration Number:	3967139	TODAY'S TOP VALUE
Registration Number:	3818355	ENCHANTMENT
Registration Number:	3867309	VALUESHIPPING
Registration Number:	3363066	RED CARPET CARE
Registration Number:	3040262	18 KARAT ELEGANCE

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**TRADEMARK**

Registration Number:	3588909	GEM TREASURES
Registration Number:	3584511	BEVERLY HILLS ELEGANCE
Registration Number:	3506379	GALERIE DE BIJOUX
Registration Number:	3428030	OUR TOP VALUE
Registration Number:	2994975	PAMELA MCCOY
Registration Number:	3529022	BE GOOD TO YOURSELF
Registration Number:	3206874	
Registration Number:	3246507	WEEK IN REVIEW
Registration Number:	3244187	NEW YORK COLLECTION
Serial Number:	78856803	PAMELA MCCOY REVE
Registration Number:	3867689	SICURO
Serial Number:	85010338	SICURO
Registration Number:	4057088	SICURO
Registration Number:	3963436	VIVANTAGE
Serial Number:	85056224	SHOPYSN
Serial Number:	85056243	SHOPHQ
Serial Number:	85056252	SHOPYES
Serial Number:	85056266	SHOPYLN
Serial Number:	85056282	SHOPVVN
Serial Number:	85074558	BELITA
Serial Number:	85091434	VVTV

**CORRESPONDENCE DATA**

Fax Number: (215)557-2049  
Phone: (215) 988-6991  
Email: tarbox@blankrome.com  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Correspondent Name: Olivia H. Tarbox, Paralegal  
Address Line 1: Blank Rome LLP  
Address Line 2: One Logan Square - 8th Floor  
Address Line 4: Philadelphia, PENNSYLVANIA 19103-6998

ATTORNEY DOCKET NUMBER:	074658-01302
NAME OF SUBMITTER:	Olivia H. Tarbox
Signature:	/Olivia H. Tarbox/
Date:	02/16/2012

**TRADEMARK**

**REEL: 004718 FRAME: 0363**

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source=FINAL -- Payoff -- Termination of Security Interest in Trademarks -- ValueVision#page2.tif  
source=FINAL -- Payoff -- Termination of Security Interest in Trademarks -- ValueVision#page3.tif

TERMINATION OF SECURITY INTEREST IN UNITED STATES TRADEMARKS

February 9, 2012

WHEREAS, VALUEVISION MEDIA, INC., a Minnesota corporation (the “Grantor”) had granted to CRYSTAL FINANCIAL LLC, in its capacity as agent (in such capacity, the “Agent”) for the Lenders referred to in the Agreement (as defined below), a continuing security interest (the “Security Interest”) in (i) all of the Grantor’s right, title and interest in, to and under to the United States trademarks, service marks, trademark registrations, service mark registrations, trademark applications and service mark applications (the foregoing, collectively, the “Marks”) set forth on Schedule A attached hereto, (ii) all Proceeds and products of the Marks, (iii) the goodwill of the businesses with which the Marks are associated, and (iv) all causes of action arising prior to or after the date hereof for infringement of any of the Marks (the foregoing, collectively, the “Collateral”), pursuant to, among other things, a certain Grant of Security Interest in United States Trademarks dated November 17, 2010 (the “Agreement”; capitalized terms used herein but not otherwise defined herein shall have the meanings assigned to such terms in the Agreement), which was filed at the United States Patent and Trademark Office on December 20, 2010 and recorded on Reel 4437, Frame 0403; and

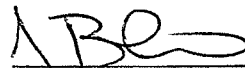
WHEREAS, the Grantor has made payment in full of the indebtedness secured by the Security Interest in exchange for the termination of the Security Interest.

NOW, THEREFORE, the Agent releases and discharges its security interest in, and reassigns to the Grantor, any and all interest in the Collateral, including, without limitation, the Marks set forth on Schedule A attached hereto, and the goodwill of the businesses with which the Marks are associated. The Agent agrees that, upon request of the Grantor or any successor-in-interest or assignee thereof, and at the Grantor’s sole cost and expense, the Agent will execute any document, cause to be made any filing or take any other action deemed reasonably necessary or advisable by the Grantor, or any successor-in-interest or assignee thereof, to effectuate the release of interests contemplated herein.

[signature page follows]

IN WITNESS WHEREOF, the Agent, by the signature below of its duly authorized representative, agrees to be bound by the provisions of this Termination of Security Interest in United States Trademarks as of the date above first written. This document is intended to take effect as a sealed instrument.

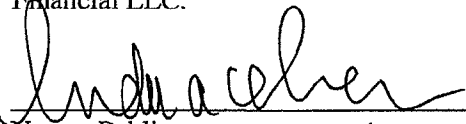
CRYSTAL FINANCIAL LLC, as Agent

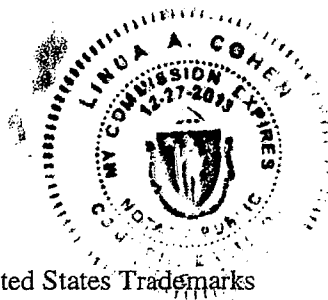
By:   
Name: Joshua B. Franklin  
Title: Managing Director

CERTIFICATE OF ACKNOWLEDGMENT

COMMONWEALTH OF MASSACHUSETTS )  
)  
COUNTY OF SUFFOLK )

Before me, the undersigned, a Notary Public in and for the county aforesaid, on this 8<sup>th</sup> day of February, 2012, personally appeared Joshua B. Franklin, to me known personally or proved through satisfactory evidence of identification, which was his driver's license, to be the person whose name is signed on the attached document, and who, being by me duly sworn, deposes and says that he is the duly authorized Managing Director of Crystal Financial LLC and said Joshua B. Franklin acknowledged said instrument to be the free act and deed of said Crystal Financial LLC.

  
Notary Public  
My commission expires: 12/27/2013



Signature Page to Termination of Security Interest in United States Trademarks

## SCHEDULE A

### MARKS

<u>Mark</u>	<u>Filing Date</u>	<u>Status</u>	<u>Registration No.</u>	<u>Serial No.</u>	<u>Registration Date</u>
ValuePay	02/25/1998	Registered	2247569	75442405	05/25/1999
ValueVision	05/12/1999	Registered	2348529	75703479	05/09/2000
Real Chef	06/19/2003	Registered	2929420	76524204	03/01/2005
Real Chef	06/19/2003	Registered	2960383	76524205	06/07/2005
Van Belinger Collection	08/23/2001	Registered	2989924	76304202	08/30/2005
Pamela McCoy <sup>1</sup>	07/09/2004	Registered	2994975	78448564	09/13/2005
Pamela McCoy Revc <sup>2</sup>	04/07/2006	Filed	2994975 <sup>2</sup>	78856803	N/A
18 Karat Elegance	04/16/2004	Registered	3040262	78403078	01/10/2006
(Spiral Design) (Pamela McCoy) <sup>2</sup>	05/12/2005	Registered	3206874	78628533	02/06/2007
New York Collection	01/26/2006	Registered	3244187	78800195	05/22/2007
Week in Review	12/09/2005	Registered	3246507	78770452	05/29/2007
Red Carpet Care	04/30/2003	Registered	3363066	78243766	01/01/2008
Brilliante	04/26/2007	Registered	3365166	77166704	01/08/2008
Our Top Value	06/08/2004	Registered	3428030	78431891	05/13/2008
Galerie de Bijoux & Design	04/16/2004	Registered	3506379	78403349	09/23/2008
Be Good to Yourself	07/12/2004	Registered	3529022	78449143	11/04/2008
Beverly Hills Elegance	04/16/2004	Registered	3584511	78403329	03/03/2009
Gem Treasures	04/16/2004	Registered	3588909	78403277	03/10/2009
QuickBuy	06/13/2007	Registered	3587971	77204722	03/10/2009
Enchantment	01/22/2010	Registered	3818355	77917696	07/13/2010
925 Fusion	11/12/2009	Registered	3806942	77871489	06/22/2010
Dream Oaks	09/16/2009	Registered	3780979	77827786	04/27/2010
Vivantage	05/04/2010	Filed	N/A	85029507	N/A
Sicuro	04/09/2010	Filed	N/A	85010366	N/A
Sicuro	04/09/2010	Filed	N/A	82010338	N/A
Sicuro	04/09/2010	Filed	3867689	85010284	10/26/2010
Belita	06/30/2010	Filed	N/A	85074558	N/A
ShopVVN	06/07/2010	Filed	N/A	85056282	N/A
ShopYLN	06/07/2010	Filed	N/A	85056266	N/A
ShopYES	06/07/2010	Filed	N/A	85056252	N/A
ShopHQ	06/07/2010	Filed	N/A	85056243	N/A
ShopYSN	06/07/2010	Filed	N/A	85056224	N/A
VVTV	07/23/2010	Filed	N/A	85091434	N/A
ValueShipping	03/22/2010	Filed	3867309	77965245	10/26/2010
Today's Top Value	11/16/2009	Filed	3428030 <sup>3</sup>	77873688	N/A

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<sup>1</sup> Mark owned pursuant to and subject to that certain License Agreement, dated December 11, 2008, among Grantor, Tiger J, LLC and Ms. Pamela McCoy.

<sup>2</sup> Prior Registration.