

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>John Xavier Watson</td><td>07/01/2008</td></tr><tr><td>Kerstin Elsholz</td><td>07/24/2008</td></tr></tbody></table>	Name	Execution Date	John Xavier Watson	07/01/2008	Kerstin Elsholz	07/24/2008					
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RECEIVING PARTY DATA											
<table border="1"><tr><td>Name:</td><td>HSN Interactive LLC</td></tr><tr><td>Street Address:</td><td>1 HSN Drive</td></tr><tr><td>City:</td><td>St. Petersburg</td></tr><tr><td>State/Country:</td><td>FLORIDA</td></tr><tr><td>Postal Code:</td><td>33729</td></tr></table>	Name:	HSN Interactive LLC	Street Address:	1 HSN Drive	City:	St. Petersburg	State/Country:	FLORIDA	Postal Code:	33729	
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PROPERTY NUMBERS Total: 1											
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>11995923</td></tr></tbody></table>	Property Type	Number	Application Number:	11995923							
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CORRESPONDENCE DATA											
Fax Number: (408)720-8383 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone: 408-720-8300											
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Address Line 4: SUNNYVALE, CALIFORNIA 94085-4040											
ATTORNEY DOCKET NUMBER:	007642.P004										
NAME OF SUBMITTER:	Stephen M. De Klerk										
Total Attachments: 4 source=P004Assignment#page1.tif source=P004Assignment#page2.tif source=P004Assignment#page3.tif											

CH 11995923 \$40.00

500605245

PATENT
REEL: 021303 FRAME: 0544

ASSIGNMENT OF PATENT APPLICATION

Attorney Docket No.: 007642.P004

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, we, the undersigned, John Xavier Watson and Kerstin Elsholz

hereby sell, assign, and transfer to HSN Interactive LLC

a corporation of Delaware
(Type of Assignee: e.g., corporation, company, partnership, university, etc.)

having a principal place of business at 1 HSN Drive, St. Petersburg, Florida, 33729, U.S.A.

("Assignee"), and its successors, assigns, and legal representatives, the entire right, title, and interest for the United States and all foreign countries, in and to any and all inventions or improvements that are disclosed in the application (provisional or non-provisional) for the United States patent which may have a declaration executed by the undersigned prior hereto or concurrently herewith and is entitled

SYSTEM AND METHOD FOR INTERACTING WITH A
PLURALITY OF CONTENT RECEIVERS

said patent application also identified as follows (when known):

[We hereby authorize an attorney or agent for said Assignee to insert below the application number and filing date of said patent application when known.]

United States Patent Application Number 11/995,923 filed on January 16, 2008

and in and to said application (provisional or non-provisional) and all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications that have been or shall be filed in the United States and all foreign countries on any of said inventions or improvements; and in and to all original patents, reissued patents, reexamination certificates, and extensions, that have been or shall be issued in the United States and all foreign countries on said inventions or improvements; and in and to all rights of priority resulting from the filing of said United States application;

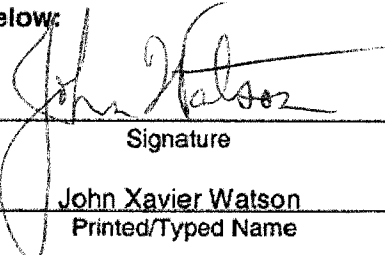
agree that said Assignee may apply for and receive a patent or patents for said inventions or improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications on any and all said inventions or improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said inventions or improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said inventions or improvements and for vesting title to said inventions or improvements, and all applications for patents

and all patents on said inventions or improvements, in said Assignee, its successors, assigns, and legal representatives; and

covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Each Inventor: Please Sign and Date Below:

July 1, 2008
Date


Signature
John Xavier Watson
Printed/Typed Name

_____, 20____
Date

Signature
Kerstin Elsholz
Printed/Typed Name

Assignment Document Return Address:

BLAKELY, SOKOLOFF, TAYLOR & ZAFMAN LLP
1279 Oakmead Parkway
Sunnyvale, CA 94085-4040
(408) 720-8300

Please note: New applications go to our Sunnyvale address

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Attorney Docket No.: 007642.P004

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agree that said Assignee may apply for and receive a patent or patents for said inventions or improvements in its own name; and that, when requested, without charge to, but at the expense of, said Assignee, its successors, assigns, and legal representatives, to carry out in good faith the intent and purpose of this Assignment, the undersigned will execute all provisional applications, non-provisional applications, utility applications, design applications, divisional applications, continuation applications, continued prosecution applications, continuation-in-part applications, substitute applications, renewal applications, reissue applications, reexaminations, extensions, and all other patent applications on any and all said inventions or improvements; execute all rightful oaths, assignments, powers of attorney, and other papers; communicate to said Assignee, its successors, assigns, and representatives all facts known to the undersigned relating to said inventions or improvements and the history thereof; and generally assist said Assignee, its successors, assigns, or representatives in securing and maintaining proper patent protection for said inventions or improvements and for vesting title to said inventions or improvements, and all applications for patents

and all patents on said inventions or improvements, in said Assignee, its successors, assigns, and legal representatives; and

covenant with said Assignee, its successors, assigns, and legal representatives that no assignment, grant, mortgage, license, or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned, and that full right to convey the same as herein expressed is possessed by the undersigned.

Each Inventor: Please Sign and Date Below:

_____, 20____
Date

24107, 2008
Date

Signature

John Xavier Watson
Printed/Typed Name

Signature

Kerstin Elsholz
Printed/Typed Name

Assignment Document Return Address:

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