

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT	
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT	
<b>CONVEYING PARTY DATA</b>		
	<b>Name</b>	<b>Execution Date</b>
	JOHN MCDEVITT	01/03/2017
<b>RECEIVING PARTY DATA</b>		
<b>Name:</b>	HSNI, LLC	
<b>Street Address:</b>	1 HSN DRIVE	
<b>City:</b>	ST. PETERSBURG	
<b>State/Country:</b>	FLORIDA	
<b>Postal Code:</b>	33729	
<b>PROPERTY NUMBERS Total: 1</b>		
	<b>Property Type</b>	<b>Number</b>
	Application Number:	14591309
<b>CORRESPONDENCE DATA</b>		
<b>Fax Number:</b>	(212)484-3990	
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<b>ATTORNEY DOCKET NUMBER:</b>	036423.00047	
<b>NAME OF SUBMITTER:</b>	SCOTT DODGE	
<b>SIGNATURE:</b>	/Scott Dodge/	
<b>DATE SIGNED:</b>	01/06/2017	
<b>Total Attachments: 1</b>		
source=036423_00047_Executed_Assignment_as_filed_Jan-6-2017#page1.tif		

Docket No. 036423.00047

**WORLDWIDE ASSIGNMENT**

IN CONSIDERATION of the sum of One Dollar (\$1.00 US), and of other good and valuable consideration paid to the undersigned inventor(s) (hereinafter ASSIGNOR) by

HSNi, LLC

1 HSN Drive

St. Petersburg, FL 33729

(hereinafter ASSIGNEE), the receipt of which is hereby acknowledged, the undersigned ASSIGNOR agrees to and hereby sells, assigns and transfers to ASSIGNEE the entire and exclusive right, title and interest, including the right to sue for past infringement, if any, and all rights pursuant to 35 U.S.C. §154, to the invention titled

**DIGITAL MEDIA CONTENT MANAGEMENT SYSTEM AND METHOD**

for which application for Letters Patent of the United States was executed on even date herewith unless otherwise indicated below:

filed on January 7, 2015 Serial No.: 14/591,309

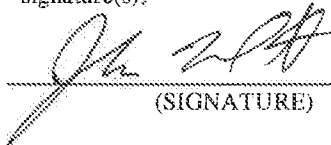
(Arent Fox LLP is hereby authorized to insert the series code, serial number and/or filing date, when known)

and all Letters Patent of the United States and its territorial possessions and in any and all foreign countries to be obtained therefor on said application or any continuation, divisional, continuation-in-part, renewal, substitute, reissue or reexamination thereof, and any other applications claiming priority thereto, including future inventions or improvements, for the full term or terms for which the same may be granted.

The ASSIGNOR agrees to execute all papers necessary in connection with application and any continuing, divisional, continuation-in-part, reissue or reexamination applications thereof and any other applications claiming priority thereto, including future inventions or improvements, also to execute separate assignments in connection with such applications as the ASSIGNEE may deem necessary or expedient.

The ASSIGNOR agrees to execute all papers necessary in connection with any interference, litigation, or other legal proceeding which may be declared concerning this application or any continuation, divisional, continuation-in-part, reissue or reexamination thereof or Letters Patent or reissue patent issued thereon, and any other applications claiming priority thereto, including future inventions or improvements, and to cooperate with the ASSIGNEE in every way possible in obtaining and producing evidence and proceeding with such interference, litigation, or other legal proceeding.

IN WITNESS WHEREOF, the undersigned inventor(s) has (have) affixed his/her/their signature(s).

  
(SIGNATURE)

John McDevitt

(TYPE NAME)

1/3/17  
(DATE)