

**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
PNC Bank, National Association		11/17/2010	Association: 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>	55344-3433
<b>Entity Type:</b>	CORPORATION: MINNESOTA

<b>Name:</b>	ValueVision Interactive, Inc.
<b>Street Address:</b>	6740 Shady Oak Road
<b>City:</b>	Eden Prairie
<b>State/Country:</b>	MINNESOTA
<b>Postal Code:</b>	55344-3433
<b>Entity Type:</b>	CORPORATION: MINNESOTA

<b>Name:</b>	VVI Fulfillment Center, Inc.
<b>Street Address:</b>	6740 Shady Oak Road
<b>City:</b>	Eden Prairie
<b>State/Country:</b>	MINNESOTA
<b>Postal Code:</b>	55344-3433
<b>Entity Type:</b>	CORPORATION: MINNESOTA

<b>Name:</b>	ValueVision Media Acquisitions, Inc.
<b>Street Address:</b>	6740 Shady Oak Road
<b>City:</b>	Eden Prairie
<b>State/Country:</b>	MINNESOTA
<b>Postal Code:</b>	55344-3433

**CH \$515.00 3040262**

Entity Type: CORPORATION: DELAWARE

Name:	ValueVision Retail, Inc.
Street Address:	6740 Shady Oak Road
City:	Eden Prairie
State/Country:	MINNESOTA
Postal Code:	55344-3433
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 20

Property Type	Number	Word Mark
Registration Number:	3040262	18 KARAT ELEGANCE
Registration Number:	3529022	BE GOOD TO YOURSELF
Registration Number:	3584511	BEVERLY HILLS ELEGANCE
Registration Number:	3365166	BRILLIANTE
Registration Number:	3780979	DREAM OAKS
Registration Number:	3506379	GALERIE DE BIJOUX
Registration Number:	3588909	GEM TREASURES
Registration Number:	3206874	
Registration Number:	3244187	NEW YORK COLLECTION
Registration Number:	3428030	OUR TOP VALUE
Registration Number:	2994975	PAMELA MCCOY
Serial Number:	78856803	PAMELA MCCOY REVE
Registration Number:	3587971	QUICKBUY
Registration Number:	2929420	REAL CHEF
Registration Number:	2960383	REAL CHEF
Registration Number:	3363066	RED CARPET CARE
Registration Number:	2247569	VALUEPAY
Registration Number:	2348529	VALUEVISION
Registration Number:	2989924	VAN BELINGER COLLECTION
Registration Number:	3246507	WEEK IN REVIEW

CORRESPONDENCE DATA

Fax Number: (612)766-1600

*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*

Phone: 6127667014

Email: shouse@faegre.com

**TRADEMARK**  
**REEL: 004418 FRAME: 0449**

Correspondent Name: Sarah M. House  
Address Line 1: 2200 Wells Fargo Center  
Address Line 2: 90 South Seventh Street  
Address Line 4: Minneapolis, MINNESOTA 55402

ATTORNEY DOCKET NUMBER:	391738
NAME OF SUBMITTER:	Sarah M. House
Signature:	/Sarah M House/
Date:	11/18/2010

Total Attachments: 4  
source=ValueVision - Security Interest Termination#page1.tif  
source=ValueVision - Security Interest Termination#page2.tif  
source=ValueVision - Security Interest Termination#page3.tif  
source=ValueVision - Security Interest Termination#page4.tif

TERMINATION OF SECURITY INTEREST IN  
TRADEMARKS AND PATENTS

November 17, 2010

WHEREAS, each of VALUEVISION MEDIA, INC., a Minnesota corporation, VALUEVISION INTERACTIVE, INC., a Minnesota corporation, VVI FULFILLMENT CENTER, INC., a Minnesota corporation, VALUEVISION MEDIA ACQUISITIONS, INC., a Delaware corporation, and VALUEVISION RETAIL, INC., a Delaware corporation (individually, a "Grantor", and collectively, the "Grantors") had granted to PNC BANK, NATIONAL ASSOCIATION, in its capacity as agent (in such capacity, the "Agent") for the Lenders referred to in the Agreement (as defined below), a security interest (the "Security Interest") in (i) each such Grantor's trademarks and trademark applications and patents and patent applications (such trademarks and trademark applications, collectively, the "Trademarks", and such patents and patent applications, collectively, the "Patents"), together with any reissues, continuations or extensions thereof, and all of the goodwill of the business connected with the use of, and symbolized by, each Trademark, and (ii) all products and proceeds of the foregoing, including, without limitation, any claim by any such Grantor against third parties for past, present or future (a) infringement or dilution of any Trademark or Patent, or (b) injury to the goodwill associated with any Trademark (all of the foregoing, collectively, the "Collateral"), pursuant to, among other things, a certain Trademark and Patent Security Agreement dated November 25, 2009 (as amended and in effect, the "Agreement"), which was filed at the United States Patent and Trademark Office on December 2, 2009 and recorded on Reel 4106, Frame 0843; and

WHEREAS, the Grantors have 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 Grantors, any and all interest in the Collateral, including, without limitation, the Trademarks and Patents listed on Schedule A attached hereto, and all of the goodwill of the business connected with the use of, and symbolized by, each such Trademark. The Agent agrees that, upon request of any Grantor or any successor-in-interest or assignee thereof, and at such Grantor's expense, the Agent will execute any document, cause to be made any filing or take any other action deemed reasonably necessary or advisable by such Grantor, or any successor-in-interest or assignee thereof, to effectuate the release of interests contemplated herein.

fb.us.5543985.03

[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 Trademarks and Patents as of the date above first written. This document is intended to take effect as a sealed instrument.

PNC BANK, NATIONAL ASSOCIATION, as Agent

By: [Signature]  
Name: STERNY WINICK  
Title: VICE PRESIDENT

CERTIFICATE OF ACKNOWLEDGMENT

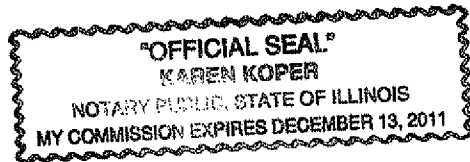
COMMONWEALTH OR STATE OF ILLINOIS )  
)  
COUNTY OF Will )

Before me, the undersigned, a Notary Public in and for the county aforesaid, on this 17 day of NOVEMBER, 2010, personally appeared S. WINICK to me known personally or proved through satisfactory evidence of identification, which was S. WINICK, 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 VP of PNC BANK, and said VP acknowledged said instrument to be the free act and deed of said PNC BANK.

[Signature: Karen Koper]  
Notary Public

My commission expires:

12-13-2011



**SCHEDULE A**

**TRADEMARKS AND PATENTS**

<b>Mark</b>	<b>Registration No. (Application No.)</b>	<b>Registration Date (Filing Date)</b>	<b>Status</b>
1 8 KARAT ELEGANCE	3,040,262	01/10/2006	REGISTERED
BE GOOD TO YOURSELF	3,529,022	11/04/2008	REGISTERED
BEVERLY HILLS ELEGANCE	3,584,511	03/03/2009	REGISTERED
BRILLIANTE	3,365,166	01/08/2008	REGISTERED
DREAM OAKS	3,780,979	04/27/2010	PENDING
GALERIE DE BIJOUX and Design	3,506,379	09/23/2008	REGISTERED
GEM TREASURES	3,588,909	03/10/2009	REGISTERED
Miscellaneous Design	3,206,874	02/06/2007	REGISTERED
NEW YORK COLLECTION	3,244,187	05/22/2007	REGISTERED
OUR TOP VALUE	3,428,030	05/13/2008	REGISTERED
PAMELA MCCOY	2,994,975	09/13/2005	REGISTERED
PAMELA MCCOY REVE	(78/856,803)	(12/06/2007)	PENDING
QUICKBUY	3,587,971	03/10/2009	REGISTERED
REAL CHEF	2,929,420	03/01/2005	REGISTERED Assignment recorded on 08/10/2009—Alan Segal assigns entire interest to Valuevision Media, Inc.
REAL CHEF	2,960,383	06/07/2005	REGISTERED Assignment recorded on 08/10/2009—Alan Segal assigns entire interest to Valuevision Media, Inc.
RED CARPET CARE	3,363,066	01/01/2008	REGISTERED
VALUEPAY	2,247,569	05/25/1999	REGISTERED Change of name recorded on 11/28/2003—Valuevision International, Inc. changes name to Valuevision Media, Inc.
VALUEVISION	2,348,529	05/09/2000	REGISTERED Change of name recorded on 11/28/2003—Valuevision International, Inc. changes name to Valuevision Media, Inc.

Mark	Registration No. (Application No.)	Registration Date (Filing Date)	Status
VAN BELINGER COLLECTION	2,989,924	08/30/2005	REGISTERED Change of name recorded on 11/28/2003—Valuevision International, Inc. changes name to Valuevision Media, Inc.
WEEK IN REVIEW	3,246,507	05/29/2007	REGISTERED

Schedule A to Termination of Security Interest in Trademarks and Patents

**TRADEMARK**

**RECORDED: 11/18/2010**

**REEL: 004418 FRAME: 0454**