

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM325829

| | | | |
|---|------------------------------------|-----------------------|------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | CHANGE OF NAME | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| ValueVision Media, Inc. | | 11/18/2014 | CORPORATION: MINNESOTA |
| RECEIVING PARTY DATA | | | |
| Name: | EVINE Live Inc. | | |
| Street Address: | 6740 Shady Oak Road | | |
| City: | Eden Prairie | | |
| State/Country: | MINNESOTA | | |
| Postal Code: | 55344 | | |
| Entity Type: | CORPORATION: MINNESOTA | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 85877449 | SHQP | |
| Serial Number: | 86197070 | PATHARA | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 6123351657 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 6123351799 | | |
| Email: | ruth.rivard@stinsonleonard.com | | |
| Correspondent Name: | Ruth Rivard | | |
| Address Line 1: | 150 South Fifth Street, Suite 2300 | | |
| Address Line 4: | Minneapolis, MINNESOTA 55402 | | |
| ATTORNEY DOCKET NUMBER: | 2056229.0036 | | |
| NAME OF SUBMITTER: | Ruth Rivard | | |
| SIGNATURE: | /Ruth Rivard/ | | |
| DATE SIGNED: | 12/11/2014 | | |
| Total Attachments: 1 | | | |
| source=change of name to EVINE Live#page1.tif | | | |

OP \$65.00 85877449

65-518

DC Bus name

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VALUEVISION MEDIA, INC.
ARTICLES OF AMENDMENT
OF
ARTICLES OF INCORPORATION

The undersigned, Teresa Dery, Secretary of ValueVision Media, Inc., a Minnesota corporation (the "Corporation"), hereby certifies that:

1. Article I of the Corporation's Articles of Incorporation is amended to read in its entirety as follows:

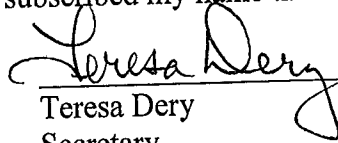
ARTICLE I

The name of the corporation (the "Corporation") is EVINE Live Inc. m-

2. This amendment was adopted pursuant to Chapter 302A of the Minnesota Statutes.

3. Pursuant to Section 302A.135, Subd.7, of the Minnesota Statutes, approval of this amendment by the shareholders of the Corporation is not required.

IN WITNESS WHEREOF, I have subscribed my name this 18th day of November, 2014.


Teresa Dery
Secretary

STATE OF MINNESOTA
DEPARTMENT OF STATE
FILED

NOV 18 2014


Secretary of State m