

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM664195

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Termination and Release		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
PNC BANK, NATIONAL ASSOCIATION		07/30/2021	ASSOCIATION: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	IMEDIA BRANDS, INC. f/k/a 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		
<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		
<b>Entity Type:</b>	Corporation: MINNESOTA		
<b>Name:</b>	VALUEVISION RETAIL, 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: DELAWARE		
<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		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>Name:</b>	VVI FULFILLMENT CENTER, INC.		
<b>Street Address:</b>	6740 Shady Oak Road		
<b>City:</b>	Eden Prairie		

OP \$1090.00 2247569

<b>State/Country:</b>	MINNESOTA
<b>Postal Code:</b>	55344
<b>Entity Type:</b>	Corporation: MINNESOTA

**PROPERTY NUMBERS Total: 43**

<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
<b>Registration Number:</b>	2247569	VALUEPAY
<b>Registration Number:</b>	2348529	VALUEVISION
<b>Registration Number:</b>	2929420	REAL CHEF
<b>Registration Number:</b>	2960383	REAL CHEF
<b>Registration Number:</b>	2989924	VAN BELINGER COLLECTION
<b>Registration Number:</b>	3040262	18 KARAT ELEGANCE
<b>Registration Number:</b>	3244187	NEW YORK COLLECTION
<b>Registration Number:</b>	3246507	WEEK IN REVIEW
<b>Registration Number:</b>	3363066	RED CARPET CARE
<b>Registration Number:</b>	3365166	BRILLIANTE
<b>Registration Number:</b>	3428030	OUR TOP VALUE
<b>Registration Number:</b>	3506379	GALERIE DE BIJOUX
<b>Registration Number:</b>	3529022	BE GOOD TO YOURSELF
<b>Registration Number:</b>	3584511	BEVERLY HILLS ELEGANCE
<b>Registration Number:</b>	3588909	GEM TREASURES
<b>Registration Number:</b>	3587971	QUICKBUY
<b>Registration Number:</b>	3818355	ENCHANTMENT
<b>Registration Number:</b>	3806942	925 FUSION
<b>Registration Number:</b>	3780979	DREAM OAKS
<b>Registration Number:</b>	3963436	VIVANTAGE
<b>Registration Number:</b>	3867689	SICURO
<b>Serial Number:</b>	85074558	BELITA
<b>Serial Number:</b>	85056282	SHOPVVN
<b>Serial Number:</b>	85056266	SHOPYLN
<b>Serial Number:</b>	85056252	SHOPYES
<b>Serial Number:</b>	85056243	SHOPHQ
<b>Serial Number:</b>	85056224	SHOPYSN
<b>Serial Number:</b>	85091434	VTV
<b>Registration Number:</b>	3867309	VALUESHIPPING
<b>Registration Number:</b>	3967139	TODAY'S TOP VALUE
<b>Registration Number:</b>	4011927	GENEOLOGY FASHION DNA
<b>Serial Number:</b>	85246598	TRINITY
<b>Serial Number:</b>	85246621	COZELLE

Property Type	Number	Word Mark
Serial Number:	85246653	AMELIA & BLAKE
Serial Number:	85349396	SILICORO
Registration Number:	4090461	SEMPREGOLD
Serial Number:	85326177	CAMBRIDGE DIAMONDS
Serial Number:	85274593	DÉSORO
Serial Number:	85433027	COMFORTTOUCH
Serial Number:	85440147	KATE & MALLORY
Serial Number:	85375395	VIALE18K
Serial Number:	85382460	CADEAUX
Registration Number:	4057088	SICURO

**CORRESPONDENCE DATA**

Fax Number: 8009144240

*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.*

Phone: 800-713-0755

Email: Michael.Violet@wolterskluwer.com

Correspondent Name: CT Corporation

Address Line 1: 4400 Easton Commons Way

Address Line 2: Suite 125

Address Line 4: Columbus, OHIO 43219

<b>NAME OF SUBMITTER:</b>	Jessica Hildebrandt
<b>SIGNATURE:</b>	/Jessica Hildebrandt/
<b>DATE SIGNED:</b>	08/02/2021

**Total Attachments: 6**

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**TERMINATION AND RELEASE OF TRADEMARK AND PATENT SECURITY  
AGREEMENT**

**THIS TERMINATION AND RELEASE OF TRADEMARK AND PATENT SECURITY AGREEMENT** (this "Termination"), is dated as of July 30, 2021, and made by **PNC BANK, NATIONAL ASSOCIATION** (the "Grantee"), to **IMEDIA BRANDS, INC. f/k/a 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 ( each a "Grantor" and collectively, the "Grantors").

WHEREAS, pursuant to that certain Trademark and Patent Security Agreement dated as of February 9, 2012 made by Grantors in favor of Grantee (the "Security Agreement"), a security interest was granted by the Grantors to Grantee in certain collateral, including the Intellectual Property (as hereinafter defined);

WHEREAS, the Security Agreement was recorded with the trademark division of the United States Patent and Trademark Office on February 16, 2012 at Reel/Frame 4718/0380;

WHEREAS, Grantee now desires to terminate the Security Agreement and terminate, release and discharge its security interest in the Intellectual Property;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, and upon the terms set forth in this Termination, Grantee hereby states as follows:

1. Definitions. The term "Intellectual Property," as used herein, shall mean all of the Grantors' right, title and interest of every kind and nature as of the date hereof in the Intellectual Property listed on Exhibit A hereto.

2. Release of Security Interest. Grantee hereby terminates the Security Agreement and terminates, releases and discharges its security interest in the Intellectual Property and reassigns to the person or persons legally entitled thereto all right, title and interest of Grantee in the Intellectual Property.

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IN WITNESS WHEREOF, the Grantee has caused this Termination to be executed by its duly authorized officer as of the date first written above.

**PNC BANK, NATIONAL ASSOCIATION**

By: 

Name: Sherry Winick

Title: Vice President

Signature Page to Termination and Release of Trademark and Patent Security Agreement

EXHIBIT A

TRADEMARK REGISTRATIONS

MARK	REGISTRATION OR APPLICATION NO.	REGISTRATION OR FILING(*) DATE	AFFIDAVIT OF USE OR RENEWAL(^) DATE	OWNER
VALUEPAY	2247569	05/25/1999	05/25/2009^	VALUEVISION MEDIA, INC.
VALUEVISION	2348529	05/09/2000	05/09/2010^	VALUEVISION MEDIA, INC.
REAL CHEF	2929420	03/01/2005	03/01/2011	VALUEVISION MEDIA, INC.
REAL CHEF	2960383	06/07/2005	06/07/2011	VALUEVISION MEDIA, INC.
VAN BELLINGER COLLECTION	2989924	08/30/2005	08/30/2011	VALUEVISION MEDIA, INC.
18 KARAT ELEGANCE	3040262	01/10/2006	01/10/2012	VALUEVISION MEDIA, INC.
NEW YORK COLLECTION	3244187	05/22/2007	05/22/2013	VALUEVISION MEDIA, INC.
WEEK IN REVIEW	3246507	05/29/2007	05/29/2013	VALUEVISION MEDIA, INC.
RED CARPET CARE	3363066	01/01/2008	01/01/2014	VALUEVISION MEDIA, INC.
BRILLIANTE	3365166	01/08/2008	01/08/2014	VALUEVISION MEDIA, INC.
OUR TOP VALUE	3428030	05/13/2008	05/13/2014	VALUEVISION MEDIA, INC.
GALERIE DE BIJOUX & DESIGN	3506379	09/23/2008	09/23/2014	VALUEVISION MEDIA, INC.
BE GOOD TO YOURSELF	3529022	11/04/2008	11/04/2014	VALUEVISION MEDIA, INC.
BEVERLY HILLS ELEGANCE	3584511	03/03/2009	03/03/2015	VALUEVISION MEDIA, INC.
GEM TREASURES	3588909	03/10/2009	03/10/2015	VALUEVISION MEDIA, INC.
QUICKBUY	3587971	03/10/2009	03/10/2015	VALUEVISION MEDIA, INC.
ENCHANTMENT	3818355	07/13/2010	07/13/2016	VALUEVISION MEDIA, INC.
925 FUSION	3806942	06/22/2010	06/22/2016	VALUEVISION MEDIA, INC.
DREAM OAKS	3780979	04/27/2010	04/27/2016	VALUEVISION MEDIA, INC.
VIVANTAGE	3963436	05/04/2010*	N/A	VALUEVISION MEDIA, INC.
SICURO	3867689	04/09/2010	04/09/2016	VALUEVISION MEDIA, INC.

**TRADEMARK  
REEL: 007373 FRAME: 0391**

MARK	REGISTRATION OR APPLICATION NO.	REGISTRATION OR FILING(*) DATE	AFFIDAVIT OF USE OR RENEWAL(^) DATE	OWNER
BELITA	85074558	06/30/2010*	N/A	VALUEVISION MEDIA, INC.
SHOPVVN	85056282	06/07/2010*	N/A	VALUEVISION MEDIA, INC.
SHOPYLN	85056266	06/07/2010*	N/A	VALUEVISION MEDIA, INC.
SHOPYES	85056252	06/07/2010*	N/A	VALUEVISION MEDIA, INC.
SHOPHQ	85056243	06/07/2010*	N/A	VALUEVISION MEDIA, INC.
SHOPYSN	85056224	06/07/2010*	N/A	VALUEVISION MEDIA, INC.
VVTV	85091434	07/23/2010*	N/A	VALUEVISION MEDIA, INC.
VALUESHIPPING	3867309	10/26/2010	10/26/2016	VALUEVISION MEDIA, INC.
TODAY'S TOP VALUE	3967139	05/24/2011	N/A	VALUEVISION MEDIA, INC.
GENEOLOGY FASHION DNA	4011927	08/16/2011	N/A	VALUEVISION MEDIA, INC.
TRINITY	85246598	02/18/2011*	N/A	VALUEVISION MEDIA, INC.
COZELLE	85246621	02/18/2011*	N/A	VALUEVISION MEDIA, INC.
AMELIA & BLAKE	85246653	02/18/2011*	N/A	VALUEVISION MEDIA, INC.
SILICORO	85349396	06/17/2011*	N/A	VALUEVISION MEDIA, INC.
SEMPREGOLD	4090461	01/24/2012	N/A	VALUEVISION MEDIA, INC.
CAMBRIDGE DIAMONDS	85326177	05/20/2011*	N/A	VALUEVISION MEDIA, INC.
DESORO	85274593	03/23/2011*	N/A	VALUEVISION MEDIA, INC.
COMFORTTOUCH	85433027	09/27/2011*	N/A	VALUEVISION MEDIA, INC.
KATE & MALLORY	85440147	10/05/2011*	N/A	VALUEVISION MEDIA, INC.
VIALE18	85375395	07/19/2011*	N/A	VALUEVISION MEDIA, INC.
CADEAUX	85382460	07/27/2011*	N/A	VALUEVISION MEDIA, INC.
SICURO	4057088	11/15/2011	11/15/2017	VALUEVISION MEDIA, INC.

PATENT REGISTRATIONS

None

**TRADEMARK**

**RECORDED: 08/02/2021**

**REEL: 007373 FRAME: 0392**

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