

ms 3/14/00

04-10-2000



Patent and Trademark Office

JLY

To the Honorable Commission

101316761

attached original document(s) or copy(ies) thereof.

1. Name of conveying party(ies):

Seymour Adler
having his principal office at
2300 Olinville Avenue
Bronx, new York 10467

- Individual
- General Partnership
- Corporation
- Other
- Association
- Limited Partnership

Additional name(s) or conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of name

Execution Date: February 24, 2000

2. Name and address of receiving party(ies):

Lane Bryant, Inc.
a Delaware Corporation
located and doing business at
Five Limited Parkway East
Reynoldsburg, Ohio 43068

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation - Delaware
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

signature must be a separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

932,314

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Frank J. Colucci, Esq.

Internal Address: Colucci & Umans

Manhattan Tower

Street Address: 101 East 52nd Street

City: New York State: New York ZIP: 10022

6. Total number of applications and registrations involved:

7. Total fee (37 CFR 3.41): \$ 40.00

- Enclosed
- Authorized to be charged to deposit account.

8. Deposit account number:

20-0050

(Attach duplicate copy of this page if paying by deposit account)

04/11/2000 NGUYEN 00000161 932314

01 FC:481

40.00 OP

DO NOT USE THIS SPACE

9. Statement and signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Frank J. Colucci
Name of Person Signing

Frank J. Colucci
Signature

February 25, 2000
Date

Total number of pages including cover sheet:

OMB No. 0651-0011

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average about 30 minutes per document to be recorded including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231 and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011), Washington, D.C. 20503.

TRADEMARK
REEL: 002046 FRAME: 0728

ASSIGNMENT

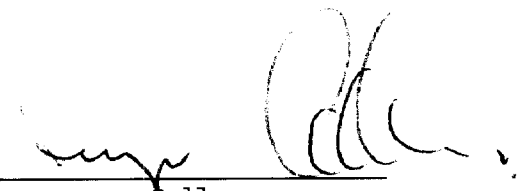
WHEREAS, Seymour Adler, a United States citizen, having his principal office and place of business at 2300 Olinville Avenue, Bronx, New York 10467 (herein "Assignor"), is the record owner of the trademark FLAUNT for ladies' hosiery and panty-hose in International Class 25, which is registered in the United States Patent and Trademark Office, under Registration No. 932,314, issued on April 11, 1972, renewed on April 11, 1992; and

WHEREAS, Lane Bryant, Inc., a Delaware corporation, having its principal office and place of business at Five Limited Parkway East, Reynoldsburg, Ohio 43068 (herein "Assignee"), is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above-identified registration thereof.

The Commissioner of Patents and Trademarks is requested to record the assignment to said Assignee.

Dated: Bronx, New York
February 24 , 2000

By 
Seymour Adler