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DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

Tab settings

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Brylane Inc.

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State, Other

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

2. Name and address of receiving party(ies)

Name: Brylane, L.P.

Internal Address:

Street Address: 2300 Southeastern Ave.

City: Indianapolis State: IN Zip: 46204

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

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

3. Nature of conveyance:

- Assignment, Merger, Security Agreement, Change of Name, Other

Execution Date:

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

A. Trademark Application No.(s)

76/318608

B. Trademark Registration No.(s)

2588396, 2582175

Additional number(s) attached Yes No

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

Name: ARNIE HERZ, ESA

Internal Address:

Street Address: 14 Vanderwerker Ave, SR 255

City: Port Washington State: NY Zip: 11050

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41): \$ 90

- Enclosed, Authorized to be charged to deposit account

8. Deposit account number:

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

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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.

ARNOLD HERZ

Name of Person Signing

Signature

Date

Total number of pages including cover sheet, attachments, and document: 2

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

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TRADEMARK REEL: 002659 FRAME: 0481

ASSIGNMENT OF TRADEMARK

For good and valuable consideration, receipt of which is hereby acknowledged, **Brylane, Inc.** (a Delaware corporation), with its principal place of business at 463 Seventh Ave., New York, NY 10018 (the "Assignor"), does hereby assign to **Brylane, L.P.** (a Delaware limited partnership with its general partner as Chadwick's of Boston, Inc. (a Delaware corporation)) with its principal place of business at 2300 Southeastern Ave., Indianapolis, IN 46201 (the "Assignee"), all right, title and interest in and to the names, trademarks and registration certificates as follows:

1. **BRYLANE HOME – USPTO Reg. 2588396**
2. **BRYLANE – USPTO Reg. 2582175**
3. **BRYLANE WOMEN – USPTO Ser. # 76/318608**

or any variation thereof, together with the goodwill symbolized by such names and trademarks.

IN WITNESS WHEREOF, the parties have caused this Agreement to be executed as of the 9 day of January 2003.

BRYLANE, INC.

BY: Amberly Martin  
 NAME: Amberly Martin  
 TITLE: Manager Legal Insurance

BRYLANE, L.P.

BY: CHADWICK'S OF BOSTON, INC. (Its General Partner)

BY: Amberly Martin  
 NAME: Amberly A. Martin  
 TITLE: Manager - Legal Insurance

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