

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Seymour Adler		04/29/2004	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Victoria's Secret Stores, Inc.		
Street Address:	Four Limited Parkway		
City:	Reynoldsburg		
State/Country:	OHIO		
Postal Code:	43068		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78137983	BOXSIES	
CORRESPONDENCE DATA			
Fax Number:	(212)935-5728		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 935-5700		
Email:	email@colucci-umans.com		
Correspondent Name:	Frank J. Colucci		
Address Line 1:	101 East 52nd Street		
Address Line 2:	Colucci & Umans		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	D68-270/VSS-BOXSIES		
NAME OF SUBMITTER:	Rich Jacobson		
Total Attachments: 1 source=Assignment - Adler_VSS#page1.tif			

OP \$40.00 78137983

ASSIGNMENT

WHEREAS, Seymour Adler, an individual, residing at 2300 Olinville Avenue, New York, New York 10467-7817 ("ADLER"), is the owner of Application Serial No. 78/137,983 to register the trademark BOXSIES (the "BOXSIES Mark") for "underwear, underclothes" in International Class 25, currently pending in the United States Patent and Trademark Office ("USPTO");

WHEREAS, Victoria's Secret Stores, Inc. ("VICTORIA'S SECRET"), a Delaware corporation, having offices at Four Limited Parkway, Reynoldsburg, Ohio 43068, is desirous of acquiring the BOXSIES Mark and the application therefor.

NOW, THEREFORE, in consideration of the above Recitals, which are incorporated herein by this reference, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, ADLER hereby assigns to VICTORIA'S SECRET, all right, title and interest in and to the BOXSIES Mark and the application therefor, together with the goodwill of the business symbolized by the trademark and the aforesaid application, and further requests that the USPTO issue the registration for the BOXSIES Mark in the name of assignee, Victoria's Secret Stores, Inc.

Dated: April 29, 2004


Seymour Adler

Sworn to before me this
29th day of April, 2004.


Notary Public

RICHARD P. JACOBSON
Notary Public, State of New York
No. 02JA6010615
Qualified in New York County
Commission Expires July 20, 2006