

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Seymour Adler		04/26/2004	INDIVIDUAL:

RECEIVING PARTY DATA	
Name:	Intimate Beauty Corporation
Doing Business As:	Victoria's Secret Beauty
Street Address:	888 Seventh Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10106
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	76377016	BASIC INSTINCT

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
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ATTORNEY DOCKET NUMBER:	D69-340
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NAME OF SUBMITTER:	Rich Jacobson
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Total Attachments: 1 source=Assignment - Adler to IBC#page1.tif
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OP \$40.00 76377016

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. 76/377,016 to register the trademark BASIC INSTINCT (the "BASIC INSTINCT Mark") for "soaps, namely hand soaps, facial soaps and body soaps, and lotions, namely skin lotions, facial lotions and body lotions" in International Class 3, and "candles" in International Class 4, currently pending in the United States Patent and Trademark Office ("USPTO");

WHEREAS, INTIMATE BEAUTY CORPORATION d/b/a VICTORIA'S SECRET BEAUTY ("Victoria's Secret Beauty"), a Delaware corporation, having offices at 888 Seventh Avenue, New York, New York 10106, is desirous of acquiring the BASIC INSTINCT 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 BEAUTY, all right, title and interest in and to the BASIC INSTINCT Mark and the application therefor, together with the goodwill of the business symbolized by the trademark and said application to register said trademark and requests that the USPTO issue the registration for the BASIC INSTINCT Mark in the name of assignee, Intimate Beauty Corporation d/b/a Victoria's Secret Beauty.

Dated: April 26, 2004


Seymour Adler

Sworn to before me this
26th 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, 20 06