

09-10-2004

S. DEPARTMENT OF COMMERCE  
States Patent and Trademark Office

RECO  
TR



102833396

To the Director of the U. S. Patent and Trademark Office, please record the attached documents or the new address(es) below.

9-8-04

OFFICE OF THE DIRECTOR OF THE U.S. PATENT AND TRADEMARK OFFICE

1. Name of conveying party(ies)/Execution Date(s):

Lane Bryant, Inc.

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

Citizenship (see guidelines)

Execution Date(s) February 16, 2004

Additional names of conveying parties attached?  Yes  No

3. Nature of conveyance:

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

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: Lanco, Inc.

Internal Address: 103 Springer Bldg.

Street Address: 3411 Silverside Rd.

City: Wilmington

State: DE

Country: USA Zip: 19810

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

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,319,528

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

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

Name: Kathleen H. Lieberman

Internal Address:

Street Address: 450 Winks Lane

City: Bensalem

State: PA Zip: 19020

Phone Number: (215) 638-6945

Fax Number: (215) 638-6919

Email Address:

6. Total number of applications and registrations involved:

27

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 690.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

9. Signature: Dina M. Belmonte

Signature

August 25, 2004

Date

Dina M. Belmonte

Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 6

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

**SCHEDULE A**

<b><u>MARK</u></b>	<b><u>REG NO.</u></b>	<b><u>ISSUED</u></b>	<b><u>GOODS/SERVICES</u></b>
Bryant Park	1,319,528	2/12/85	25
Cacique	1,566,672	11/21/89	16,20,21,24
Cacique	2,613,254	8/27/02	3,4,22,25
Clothes Form Design	2,207,631	12/1/98	25
Cotton Paradise	2,261,572	7/13/99	25
Elemental Stretch	2,668,975	12/31/02	25
Flaunt	2,589,372	7/2/02	25
Throw the World a Curve	76,473,306	8/19/03	35
Iridescence	2,355,903	6/6/00	25
Lasting Comfort	1,384,441	2/25/86	25
Lasting Comfort	1,342,838	6/18/85	25
Lasting Comfort	1,105,173	10/31/78	25
Lasting Comfort	1,642,148	4/23/91	25
Me@lb	2,677,662	1/21/03	9
Microlite	2,621,669	9/17/02	25
Clothes Form Design	2,207,631	12/1/98	25
Sensual Curves	2,595,460	7/16/02	25
Sheer Wear	2,157,913	5/19/98	25
Smooth Performance	2,451,419	5/15/01	25
Smooth Performance	2,615,932	9/03/02	25
Venezia	2,109,227	10/28/97	25
Venezia Jeans Clothing Co.	2,324,848	2/29/00	25
Venezia Jeans Clothing Co. and VJ Design	2,625,568	9/24/02	25
Venezia Jeans Clothing Co. and VJ Design	2,403,761	11/14/00	18,35
Venezia Leathers	2,375,554	8/8/00	25
VS Venezia Sport	2,346,403	5/2/00	25
Venezia Swim & Design	2,335,104	3/28/00	25

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

1. Name of conveying party(ies):

Lane Bryant, Inc. 2-23-04

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

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

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other \_\_\_\_\_

Execution Date: February 14, 2004

2. Name and address of receiving party(ies)

Name: Lanco, Inc.  
Internal Address: 3411 Silverside Road

Street Address: 103 Springer Bldg.  
City: Wilmington State: DE Zip: 19810

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

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

1,319,528

Additional number(s) attached  Yes  No

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Internal Address: \_\_\_\_\_

Street Address: 450 Winks Lane

City: Bensalem State: PA Zip: 19020

6. Total number of applications and registrations involved: \_\_\_\_\_

27

7. Total fee (37 CFR 3.41).....\$690.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: \_\_\_\_\_

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

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.

Name of Person Signing

Signature

Date

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

02/24/2004 BBYRNE

00000061 1319528

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

01 FC:8521  
02 FC:8522

40.00 OP  
650.00 CP

## CONFIRMATION OF ASSIGNMENT

WHEREAS, Lane Bryant, Inc., a Delaware corporation, having an address of 3411 Silverside Road, 103 Springer Building, Wilmington, DE 19810 is the owner of the trademark registrations and applications set forth in Schedule A attached hereto;

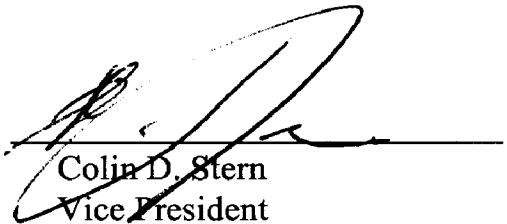
WHEREAS, Lanco, Inc., a Delaware corporation, having an address of 3411 Silverside Road, 103 Springer Building, Wilmington, DE 19810 acquired all right, title and interest in and to said trademarks together with the goodwill of the business symbolized by the marks and the registrations thereof and applications therefor as set forth in Schedule A, effective as of August 7, 2002;

WHEREAS, it is desired that the assignment of said registrations and applications be made of record in the United States Patent and Trademark office.

NOW THEREFOR, for good and valuable consideration, the receipt of which is hereby acknowledged, Lane Bryant, Inc. hereby confirms the assignment to Lanco, Inc., effective as of August 7, 2002, of all right, title and interest in and said marks, together with the goodwill of the business symbolized by said marks, and the registrations thereof and applications therefor set forth in Schedule A; and all rights to damages and profits, due or accrued, arising out of past infringements of said trademarks, and the right to sue for and recover the same.

LANE BRYANT, INC.

By: \_\_\_\_\_



Colin D. Stern  
Vice President

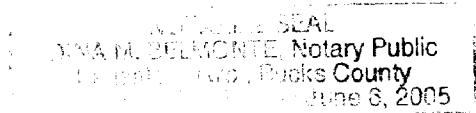
COUNTY OF BUCKS

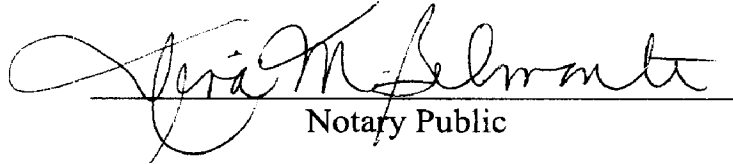
:  
: SS.

COMMONWEALTH OF PENNSYLVANIA

:

On this 16<sup>th</sup> day of February, 2004, personally appeared Colin D. Stern, to me known and known to me to be Vice President of Lane Bryant, Inc., the Assignor above named, and acknowledged that he executed the foregoing Assignment on behalf of said Assignor and pursuant to authority duly received.



  
Notary Public

**SCHEDULE A**

<b><u>MARK</u></b>	<b><u>REG NO.</u></b>	<b><u>ISSUED</u></b>	<b><u>GOODS/SERVICES</u></b>
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Elemental Stretch	2,668,975	12/31/02	25
Flaunt	2,589,372	7/2/02	25
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