

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	08/07/2002

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Lane Bryant, Inc.		02/16/2004	CORPORATION:

**RECEIVING PARTY DATA**

Name:	Lanco, Inc.
Street Address:	3411 Silverside Road, 103 Springer Building
City:	Wilmington
State/Country:	DELAWARE
Postal Code:	19810
Entity Type:	CORPORATION:

**PROPERTY NUMBERS Total: 29**

Property Type	Number	Word Mark
Serial Number:	76606682	CACIQUE
Serial Number:	76604872	VENEZIA SUPREME
Serial Number:	76604143	CACIQUE BODY
Serial Number:	76575467	CACIQUE
Serial Number:	76473306	THROW THE WORLD A CURVE
Serial Number:	76388050	ME@LB
Serial Number:	76383438	ELEMENTAL STRETCH
Serial Number:	76195112	SMOOTH PERFORMANCE
Serial Number:	76073329	SENSUAL CURVES
Serial Number:	76051268	CACIQUE
Serial Number:	76004029	FLAUNT
Serial Number:	75752838	VENEZIA JEANS CLOTHING CO. VJ
Serial Number:	75751529	VENEZIA JEANS CLOTHING CO. VJ

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Serial Number:	75606963	VENEZIA SWIM
Serial Number:	75534314	SMOOTH PERFORMANCE
Serial Number:	75534313	MICRO LITE
Serial Number:	75443928	IRIDESCENCE
Serial Number:	75434170	VS VENEZIA SPORT
Serial Number:	75396797	VENEZIA JEANS CLOTHING CO.
Serial Number:	75366424	COTTON PARADISE
Serial Number:	75305622	SHEERWEAR
Serial Number:	75281489	
Serial Number:	75207676	VENEZIA
Serial Number:	74699561	VENEZIA LEATHERS
Serial Number:	74075355	LASTING COMFORT
Serial Number:	73729866	CACIQUE
Serial Number:	73553436	LASTING COMFORT
Serial Number:	73489477	LASTING COMFORT
Serial Number:	73135799	LASTINGCOMFORT

**CORRESPONDENCE DATA**

Fax Number: (215)864-9950  
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Correspondent Name: Roberta Jacobs-Meadway, Esquire  
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NAME OF SUBMITTER:	Roberta Jacobs-Meadway, Esquire
Signature:	/Roberta Jacobs-Meadway/
Date:	03/23/2005

Total Attachments: 1  
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**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