

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Victoria's Secret Stores, LLC		07/30/2005	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Victoria's Secret Stores Brand Management, Inc.		
Street Address:	Four Limited Parkway		
City:	Reynoldsburg		
State/Country:	OHIO		
Postal Code:	43068		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	78688438	PERFECT PLAY	
Serial Number:	78693197	PURE PARADISE	
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:	218 East 50th Street		
Address Line 4:	New York, NEW YORK 10022		
NAME OF SUBMITTER:	Frank J. Colucci		
Signature:	/fjc/		
Date:	09/26/2005		

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Total Attachments: 3

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ASSIGNMENT

WHEREAS, Victoria's Secret Stores, LLC, a Delaware limited liability company, located and doing business at Four Limited Parkway, Reynoldsburg, Ohio 43068 (herein "Assignor"), is the owner of and has adopted and is using the trademarks and service marks set forth in Exhibit A attached hereto (the "Marks"), and is the record owner of the applications and registrations therefor; and

WHEREAS, Victoria's Secret Stores Brand Management, Inc., a Delaware corporation, located and doing business at Four Limited Parkway, Reynoldsburg, Ohio 43068 (herein "Assignee"), is desirous of acquiring said Marks and the applications and registrations therefor;

NOW, THEREFORE, in consideration of the above recitals, which are incorporated herein by this reference and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title, and interest in and to the said Marks and the applications and registrations therefor together with the goodwill of the business symbolized by the Marks, including the right to apply for and maintain trademark and service mark applications and registrations worldwide for the Marks and any variations thereof.

IN WITNESS WHEREOF, Assignor has executed this Assignment as of this 30th day of July, 2005.

Victoria's Secret Stores, LLC

By *Sara A. Klein*

Sworn to and subscribed before me
this 30th day of July, 2005

Sara J. Martin
Notary Public



SARA J. MARTIN
Notary Public, State of Ohio
My Commission Expires 11-08-05

Victoria's Secret Stores Brand Management, Inc.

By *James M. Reason*

Sworn to and subscribed before me
this 30th day of July, 2005

Sara J. Martin
Notary Public



SARA J. MARTIN
Notary Public, State of Ohio
My Commission Expires 11-08-05

Schedule A

Trademark	Application Serial No.
PERFECT PLAY	78688438
PURE PARADISE	78693197