

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:	07/01/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Limited Stores, Inc.		07/01/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Limited Stores, LLC
Street Address:	Three Limited Parkway
City:	Columbus
State/Country:	OHIO
Postal Code:	43230
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 21

Property Type	Number	Word Mark
Registration Number:	2638502	BECAUSE STYLE MATTERS
Registration Number:	1348050	CASSIDY
Registration Number:	1355467	FORENZA
Registration Number:	3143572	GET TO WORK
Registration Number:	2583888	GIFTED WITH STYLE
Registration Number:	1214094	HUNTERS RUN
Registration Number:	1082713	HUNTERS RUN
Registration Number:	2793007	L:STYLE
Registration Number:	2661720	STYLE MATTERS
Registration Number:	2866825	THE REAL SALE
Registration Number:	2405542	VIRTUAL STRETCH SYSTEM
Serial Number:	78695660	CASSIDY
Serial Number:	78695677	CASSIDY

OP \$540.00 2638502

Serial Number:	78412009	CASSIDY SAVOY
Serial Number:	78412030	DREW SAVOY
Serial Number:	78400789	EXACT STRETCH
Serial Number:	78518409	GET IN OUR JEANS
Serial Number:	78502942	GET IN OUR PANTS
Serial Number:	78654782	OUTBACK RED
Serial Number:	78373573	TSEXY
Serial Number:	78373574	WORK SEXY

CORRESPONDENCE DATA

Fax Number: (212)935-5728
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (212) 935-5700
Email: scarsdale@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:	/frank j. colucci/
Date:	11/13/2006

Total Attachments: 2
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ASSIGNMENT

WHEREAS, The Limited Stores, Inc., a Delaware corporation, located and doing business at Three Limited Parkway, Columbus, Ohio 43230 (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 therefore; and

WHEREAS, Limited Stores, LLC, a Delaware limited liability company, located and doing business at Three Limited Parkway, Columbus, Ohio 43230 (herein "Assignee"), is desirous of acquiring said Marks and the applications and registrations therefore:

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 registration therefor together with the goodwill of the business symbolized by the Marks, including the right to apply for and maintain the trademark and service mark applications and registrations worldwide for the Marks and any variations thereof.

IN WITNESS WHEREOF, Assignor has executed this Assignment effective as of the 1st day of July, 2006.



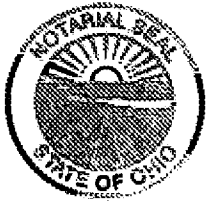
SARA J. MARTIN
Notary Public, State of Ohio
My Commission Expires 11-08-10

The Limited Stores, Inc.

By Scott A. Kern

Sworn to and subscribed before me
this 30th day of June, 2006

Sara J. Martin
Notary Public



SARA J. MARTIN
Notary Public, State of Ohio
My Commission Expires 11-08-10

Limited Stores, LLC

By Scott A. Kern

Sworn to and subscribed before me
this 30th day of June, 2006

Sara J. Martin
Notary Public