

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Catherines of California, Inc.		03/06/2007	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Lane Bryant Purchasing Corp.		
<b>Street Address:</b>	3344 Morse Crossing Road		
<b>City:</b>	Columbus		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	43219		
<b>Entity Type:</b>	CORPORATION: OHIO		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1539759	THE ANSWER LARGE SIZES FOR LESS	
<b>Registration Number:</b>	2479981	THE ANSWER	
<b>Serial Number:</b>	78849145	THE ANSWER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(215)638-6919		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	215-633-4988		
<b>Email:</b>	susanne.deal@charming.com, rita.garcia@charming.com		
<b>Correspondent Name:</b>	Susanne F. Deal		
<b>Address Line 1:</b>	450 Winks Lane		
<b>Address Line 2:</b>	Legal Department		
<b>Address Line 4:</b>	Bensalem, PENNSYLVANIA 19020		
<b>ATTORNEY DOCKET NUMBER:</b>	THE ANSWER		
<b>NAME OF SUBMITTER:</b>	Susanne F. Deal		

CH \$90.00 1539759

Signature:	/Susanne F. Deal/
Date:	03/13/2007
Total Attachments: 2 source=The Answer Assignment#page1.tif source=The Answer Assignment#page2.tif	

**ASSIGNMENT OF TRADEMARKS**

WHEREAS, Catherines of California, Inc. ("Assignor"), a California corporation having an address of 10250 Constellation Boulevard, Suite 8200, Los Angeles, California, 90067 has used and is using in its business the following trademarks set forth in Schedule A attached hereto;

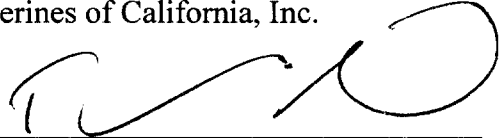
WHEREAS, Lane Bryant Purchasing Corp. ("Assignee"), an Ohio corporation having an address of 3344 Morse Crossing Road, Columbus, Ohio 43219, is desirous of acquiring all right, title and interest in and to the said marks together with the goodwill of the business symbolized by the marks and the registrations thereof and applications therefor as set forth in Schedule A;

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 THEREFORE, for good and valuation consideration, the receipt of which is hereby acknowledged, and intending to be legally bound hereby, said Assignor hereby assigns to said Assignee all rights, title and interest in and to the said marks, together with the goodwill of the business symbolized by the said marks, and the registrations thereof and applications therefor as set forth in Schedule A, and all rights to damages and profits, due or accrued, arising out of past infringements and said trademarks, and the right to sue for and recover the same.

Dated: March 6, 2007

Catherines of California, Inc.

By:   
Name: Thomas M. Smith  
Title: Vice President and Assistant Secretary

Schedule A

<u>Mark</u>	<u>Country</u>	<u>Serial No.</u>	<u>Registration No.</u>
THE ANSWER	U.S.	78/849145	--
THE ANSWER	U.S.	76/114752	2,479,981
THE ANSWER LARGE SIZES FOR LESS	U.S.	73/740820	1,539,759