

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
Rosetta L. Jones		03/22/2007	INDIVIDUAL: UNITED STATES
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: 1			
Property Type	Number	Word Mark	
Serial Number:	78409849	PINK DOG	
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		
ATTORNEY DOCKET NUMBER:	D68-274		
NAME OF SUBMITTER:	Frank J. Colucci		
Signature:	/FJC/		
Date:	04/19/2007		

OP \$40.00 78409849

Total Attachments: 2
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ASSIGNMENT

WHEREAS, Rosetta L. Jones, a U.S. citizen residing at 231 Grasshopper Circle, Mooresville, North Carolina 28117, ("Assignor"), is the owner of United States Application Serial No. 78/409,849 for registration of the mark PINK DOG (the "Mark");

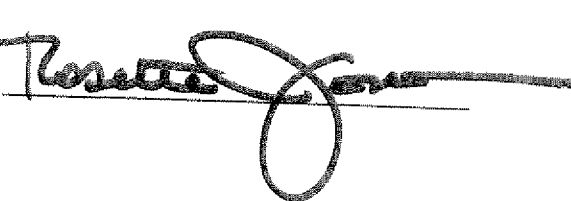
AND, WHEREAS, Victoria's Secret Stores Brand Management, Inc., a Delaware corporation, located and doing business at Four Limited Parkway, Reynoldsburg, Ohio 43068 ("Assignee"), is desirous of acquiring said Mark;

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 Mark, the application for registration thereof (Application Serial No. 78/409,849) and the registration to be issued thereon, together with the goodwill of the business symbolized by the Mark, including the right to sue for past infringement.


The Commissioner of Patents and Trademarks is requested to issue the certificate of registration of the Mark to said Assignee.

IN WITNESS WHEREOF, Assignor has executed this Assignment as of this 22nd day of March, 2007.

Rosetta Jones

By: 


Sworn to and subscribed before me
This 22nd day of March, 2007


Notary Public

Victoria's Secret Stores Brand Management, Inc.

By: 

Sworn to and subscribed before me
this 22nd day of March, 2007
11th April


Notary Public **W. BRANT MOSSOP**
Notary Public, State of New York
No. 02MO4998862
Qualified in New York County
Certificate filed in New York County
Commission Expires July 13, 2010

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