

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 Brand Management		03/15/2007	CORPORATION:
RECEIVING PARTY DATA			
Name:	Muelhens GmbH & Co. KG		
Street Address:	Venloer Str. 241-245, 50823		
City:	Koln		
State/Country:	GERMANY		
Entity Type:	CORPORATION:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76234736	SECRET WISH	
CORRESPONDENCE DATA			
Fax Number:	(212)318-3400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	lmed@fulbright.com, czechchine@fulbright.com		
Correspondent Name:	Leon Medzhibovsky, Fulbright & Jaworski		
Address Line 1:	666 Fifth Avenue		
Address Line 4:	New York, NEW YORK 10103		
ATTORNEY DOCKET NUMBER:	MUEL 103		
DOMESTIC REPRESENTATIVE			
Name:	Leon Medzhibovsky, Fulbright & Jaworski		
Address Line 1:	666 Fifth Avenue		
Address Line 4:	New York, NEW YORK 10103		
NAME OF SUBMITTER:	Leon Medzhibovsky		

CH \$40.00 76234736

Signature:	/Leon Medzhibovsky/
Date:	05/04/2007
Total Attachments: 1 source=1999_001#page1.tif	

Assignment

WHEREAS, Victoria's Secret Stores Brand Management ("Victoria's Secret"), having a business address at 4 Limited Parkway Reynoldsburg, Ohio 43068, has filed an application U.S. Serial No. 76/234,736 for the mark SECRET WISH ("MARK") with the United States Patent and Trademark Office and is the sole and exclusive owner of the entire right, title and interest in and to the pending "intent-to-use" trademark application for registration of the MARK;

WHEREAS, Muelhens GmbH & Co. KG ("Muelhens"), a corporation having a business address at Venloer Str. 241-245, 50823 Köln, Germany, is desirous of acquiring the entire right, title and interest in and to said MARK, the pending application for registration and any resulting registration thereof, together with the goodwill of the business symbolized by said trademark; and

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Victoria's Secret does hereby assign to Muelhens (the successor to a portion of the business that is existing and ongoing and to which the MARK pertains) the entire right, title and interest in and to the MARK together with that part of the goodwill of the business connected with the use of and symbolized by the MARK, and the application for registration therefor in the United States and throughout the world, as well as any registration(s) that are or which may be secured, and requests that the United States Trademark Office record Assignee as the owner thereof.

Victoria's Secret agrees and authorizes the United States Patent and Trademark Office to deliver to Muelhens, its attorneys, agents, successors or assigns, all official documents and communications regarding or pertaining to the MARK.

IN WITNESS WHEREOF, Assignor has executed this document and affixed its corporate seal by the hand of its duly authorized representative on the 15th day of March, 2007.

VICTORIA'S SECRET STORES
BRAND MANAGEMENT, INC.

Scott A. Kriss
Name: Scott A. Kriss
Title: Vice President