

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	Transition to and continuance under the Nova Scotia Companies Act		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
La Senza, Inc. (No. 440840-3)		02/07/2007	CORPORATION: CANADA

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	La Senza, Inc. (3209893)
<b>Street Address:</b>	1608 St. Regis Blvd.
<b>City:</b>	Dorval, Quebec
<b>State/Country:</b>	CANADA
<b>Postal Code:</b>	H9P 1H6
<b>Entity Type:</b>	Corporation under the Nova Scotia Companies Act: CANADA

**PROPERTY NUMBERS Total: 14**

Property Type	Number	Word Mark
Serial Number:	78943351	LA SENZA TECHNOLITE
Serial Number:	76633546	LOVE LA SENZA
Registration Number:	3167158	LA SENZA SPIRIT
Registration Number:	3147212	LA SENZA CANDY
Registration Number:	3143895	LA SENZA'S 4-WAY PUSH UP BRA
Registration Number:	3085856	LA SENZA LINGERIE
Registration Number:	3085799	LA SENZA
Registration Number:	3043189	LA SENZA HYDRA LIFT
Registration Number:	2936618	LA SENZA AIR LIFT
Registration Number:	2606910	LA SENZA BODYWEAR
Registration Number:	2614315	LA SENZA ULTRA-LIFT/ULTRA-BUSTE
Registration Number:	2781085	LA SENZA GIRL
Registration Number:	1994349	LA SENZA
Registration Number:	1800379	LA SENZA

OP \$365.00 78943351

**CORRESPONDENCE DATA**

Fax Number: (202)393-5350  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 2026386666  
Email: trademark@jhip.com,smoskowitz@jhip.com  
Correspondent Name: Simor L. Moskowitz  
Address Line 1: 400 7th Street, NW  
Address Line 2: 6th Floor  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

ATTORNEY DOCKET NUMBER:	G01432/ASSIGN3
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**DOMESTIC REPRESENTATIVE**

Name: Simor L. Moskowitz  
Address Line 1: 400 7th Street, NW  
Address Line 2: 6th Floor  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

NAME OF SUBMITTER:	Simor L. Moskowitz
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Signature:	/Simor L. Moskowitz/
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Date:	05/09/2008
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**CONTINUANCE**

**WHEREAS** La Senza Inc. (Corporation No. 440840-3), whose head office address is located at 1608 St. Regis Blvd., Dorval, Quebec, Canada, H9P 1H6, is the owner of all of the trademarks specified in Schedule "A" hereto; and

**WHEREAS** on February 7, 2007, La Senza Inc. (Corporation No. 440840-3) was continued as a corporation under the Nova Scotia Companies Act (Registry No. 3209893), having a principal place of business at 1608 St. Regis Blvd., Dorval, Quebec, Canada, H9P 1H6;

**WHEREAS**, as a result of the aforesaid continuance, La Senza Inc. (Registry No. 3209893) has become the owner of all of the trademarks specified in Schedule "A" hereto;

**WHEREFORE** La Senza Inc. (Registry No. 3209893) hereby requests that it be recorded at the United States Patent and Trademark Office as the owner of all of the trademarks specified in Schedule "A" hereto.

EXECUTED AT DORVAL, QUEBEC, as of February 7<sup>th</sup>, 2007.

LA SENZA INC.

PER: \_\_\_\_\_



**SCHEDULE "A"**

<b>TRADEMARK</b>	<b>REGISTRATION/APPLICATION NO.</b>
LA SENZA TECHNOLITE	78/943,351
FOREVER SEAMLESS	76/550,279
LA SENZA SPIRIT	3,167,158
LA SENZA CANDY	3,147,212
LA SENZA'S 4-WAY PUSH UP BRA	3,143,895
LOVE LA SENZA	76/633,546
LA SENZA LINGERIE	3,085,856
LA SENZA	3,085,799
LA SENZA HYDRA LIFT	3,043,189
LA SENZA AIR LIFT	2,936,618
LA SENZA BODYWEAR	2,606,910
LA SENZA ULTRA-LIFT/ULTRA-BUSTE	2,614,315
LA SENZA GIRL	2,781,085
SILK & SATIN	2,396,641
LA SENZA	1,994,349
LA SENZA	1,800,379



Nova Scotia

**CERTIFICATE OF CONTINUANCE**

Companies Act

Registry Number

3209893

I HEREBY CERTIFY that

LA SENZA INC.

a subsisting company incorporated under the laws of Canada, has satisfied the Registrar that the provisions of Section 133 of the Nova Scotia Companies Act, R.S.N.S., 1989, and any amendments thereto, have been complied with.

I FURTHER CERTIFY that the aforementioned company is hereby continued in the Province of Nova Scotia effective February 7, 2007.

A handwritten signature in black ink, appearing to read "W. J. [unclear]".

Registrar of Joint Stock Companies

February 7, 2007

Date of Continuance

TRADEMARK

REEL: 003775 FRAME: 0447



Nova Scotia

**CERTIFICATE OF REGISTRATION**

Corporations Registration Act

Registry Number

3209893

Name of Corporation

LA SENZA INC.

I hereby certify that the above-mentioned corporation is registered under the provisions of the Corporations Registration Act.

A handwritten signature in black ink, appearing to be "M. J. [unclear]".

Registrar of Joint Stock Companies

February 7, 2007

Date of Registration