

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	02/04/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
La Senza, Inc. (No. 440838-1)		02/04/2007	CORPORATION: CANADA

RECEIVING PARTY DATA

Name:	La Senza, Inc. (440840-3)
Street Address:	5401 Eglinton Avenue West
Internal Address:	Suite 107
City:	Toronto
State/Country:	CANADA
Postal Code:	M9C 5K6
Entity Type:	CORPORATION: 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

OP \$365.00 78943351

Registration Number:	1994349	LA SENZA
Registration Number:	1800379	LA SENZA

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/ASSIGN2

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

Signature: /Simor L. Moskowitz/

Date: 05/09/2008

Total Attachments: 5
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AMALGAMATION

WHEREAS La Senza Inc. (Corporation No. 440838-1), whose full post office address is 5401 Eglinton Avenue West, Suite 107, Toronto, Ontario, Canada, M9C 5K6, is the owner of the trademarks identified in Schedule "A" hereto; and

WHEREAS on February 4, 2007, La Senza Inc. (Corporation No. 440838-1) and 4390881 Canada Inc. were amalgamated under Section 185 of the Canada Business Corporations Act to form La Senza Inc. (Corporation No. 440840-3), whose full post office address is 1608 St. Regis Blvd., Dorval, Quebec, Canada, H9P 1H6;

WHEREAS, as a result of the aforesaid amalgamation, La Senza Inc. (Corporation No. 440840-3) has become the owner of the trademarks identified in Schedule "A" hereto;

WHEREFORE La Senza Inc. (Corporation No. 440840-3) hereby requests that it be recorded at the United States Patent and Trademark Office as the owner of the trademarks identified in Schedule "A" hereto.

EXECUTED AT MONTREAL, QUEBEC, as of February 4th, 2007.

LA SENZA INC.

PER: _____



SCHEDULE "A"

TRADEMARK	REGISTRATION/APPLICATION NO.
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



Industry Canada

Industrie Canada

**Certificate
of Amalgamation**

**Canada Business
Corporations Act**

**Certificat
de fusion**

**Loi canadienne sur
les sociétés par actions**

LA SENZA INC.

440840-3

Name of corporation-Dénomination de la société

Corporation number-Numéro de la société

I hereby certify that the above-named corporation resulted from an amalgamation, under section 185 of the *Canada Business Corporations Act*, of the corporations set out in the attached articles of amalgamation.

Je certifie que la société susmentionnée est issue d'une fusion, en vertu de l'article 185 de la *Loi canadienne sur les sociétés par actions*, des sociétés dont les dénominations apparaissent dans les statuts de fusion ci-joints.

Richard G. Shaw
Director - Directeur

February 4, 2007 / le 4 février 2007

Date of Amalgamation - Date de fusion

Canada



Industry Canada Industrie Canada
 Canada Business Loi canadienne sur les
 Corporations Act sociétés par actions

FORM 9
ARTICLES OF AMALGAMATION
(SECTION 185)

FORMULAIRE 9
STATUTS DE FUSION
(ARTICLE 185)

1 -- Name of the Amalgamated Corporation
 LA SENZA INC. Dénomination sociale de la société issue de la fusion

2 -- The province or territory in Canada where the registered office is to be situated.
 Quebec. La province ou le territoire au Canada où se situera le siège social

3 -- The classes and any maximum number of shares that the corporation is authorized to issue.
 An unlimited number of common shares. Catégories et tout nombre maximal d'actions que la société est autorisée à émettre

4 -- Restrictions, if any, on share transfers.
 The shares of the Corporation shall be subject to the restriction on the transfer of securities set out in "Other provisions". Restrictions sur le transfert des actions, s'il y a lieu

5 -- Number (or minimum and maximum number) of directors.
 Minimum: 1 Maximum: 10 Nombre (ou nombre minimal et maximal) d'administrateurs

6 -- Restrictions, if any, on business the corporation may carry on.
 None. Limites imposées à l'activité commerciale de la société, s'il y a lieu

7 -- Other provisions, if any.
 See the attached Schedule 1. Autres dispositions, s'il y a lieu

8 -- The amalgamation has been approved pursuant to that section or subsection of the Act which is indicated as follows:
 La fusion a été approuvée en accord avec l'article ou le paragraphe de la Loi indiqué ci-après

183
 184(1)
 184(2)

9 -- Name of the amalgamating corporations Dénomination sociale des sociétés fusionnantes	Corporation No. N ^o de la société	Signature	Date	Title Titre	Tel. No. N ^o de tél.
LA SENZA INC.		<i>[Signature]</i>			
4390881 CANADA INC.	439088-1	<i>Stephen Less</i>			

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IC 3190 (2003/06)



SCHEDULE 1

OTHER PROVISIONS

1. The securities of the Corporation, other than non-convertible debt securities, shall not be transferred without the approval of the board of directors or of the holder or holders of more than 50% of the voting shares of the Corporation, to be evidenced in either case by a resolution of such directors or shareholders.
2. The directors may elect from time to time one or more additional directors within the limits provided in the *Canada Business Corporations Act*.