

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
La Senza, Inc. (No. 3209893)		02/16/2007	Corporation under the Nova Scotia Companies Act: CANADA

RECEIVING PARTY DATA

Name:	La Senza Corporation (3209893)
Street Address:	1608 St. Regis Blvd.
City:	Dorval, Quebec
State/Country:	CANADA
Postal Code:	H9P 1H6
Entity Type:	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

OP \$365.00 78943351

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/ASSIGN4

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: 3

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CHANGE OF CORPORATE NAME

WHEREAS La Senza Inc. (Registry No. 3209893), whose principal place of business is 1608 St. Regis Blvd., Dorval, Quebec, Canada, H9P 1H6, is the owner of the trademarks specified in Schedule "A" hereto;

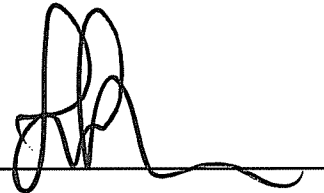
WHEREAS on February 16, 2007, the corporate name of La Senza Inc. was changed to La Senza Corporation, whose principal place of business is situated at 1608 St. Regis Blvd., Dorval, Quebec, Canada, H9P 1H6;

WHEREFORE La Senza Corporation hereby requests that the aforesaid change of corporate name be recorded at the United States Patent and Trademark Office against all of the trademarks specified in Schedule "A" hereto.

EXECUTED AT DORVAL, QUEBEC, as of February 16th, 2007.

LA SENZA CORPORATION

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



Nova Scotia

CERTIFICATE OF NAME CHANGE

Companies Act

Registry Number

3209893

Name of Company

LA SENZA INC.

I hereby certify that the above-mentioned company has with approval of the Registrar of Joint Stock Companies changed its name to:

LA SENZA CORPORATION

A handwritten signature in black ink, appearing to be "M. J. [unclear]", written over a horizontal line.

Registrar of Joint Stock Companies

February 16, 2007.

Date of Name Change