

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
ARIZONA MAIL ORDER COMPANY, INC.		07/08/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	LANE BRYANT PURCHASING CORP.		
Street Address:	3344 MORSE CROSSING ROAD		
City:	COLUMBUS		
State/Country:	OHIO		
Postal Code:	43219		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3457345	HAVE IT ALL... STYLE... FIT AND VALUE... SIZES 14W TO 44W	
CORRESPONDENCE DATA			
Fax Number:	(215)604-5617		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	215-638-6905		
Email:	corp-legal-general@charming.com		
Correspondent Name:	KATHLEEN H. LIEBERMAN		
Address Line 1:	450 WINKS LANE		
Address Line 4:	BENSALEM, PENNSYLVANIA 19020		
NAME OF SUBMITTER:	Kathleen H. Lieberman		
Signature:	/Kathleen H. Lieberman/		
Date:	07/11/2008		

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Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Arizona Mail Order Company, Inc. a Delaware corporation, having a place of business at 3740 E. 34th St., Tucson, AZ 85713 (the "Assignor") is the owner of record of the U. S. Trademark Registration set forth on Schedule A attached hereto;

WHEREAS, Lane Bryant Purchasing Corp., an Ohio corporation, having a place of business at 3344 Morse Crossing Rd., Columbus, OH 43219 (the "Assignee") is desirous of acquiring all of Assignor's rights, title and interest in and to the registration identified on Schedule "A" attached hereto (the "Mark") and the attendant good will;

WHEREAS, it is desired that the assignment of said registration be made of record in the United States Patent and Trademark Office.

NOW THEREFORE, for good and valuation consideration, the receipt and sufficient of which are hereby acknowledged and intending to be legally bound hereby, Assignor hereby assigns to said Assignee all of Assignor's rights, title and interest in and to the said Mark, together with (a) the goodwill of the business symbolized by and associated with the said Mark, (b) all applications therefor and registrations and renewals thereof, and (c) the right to sue and recover for, and the right to profits or damages due or accrued arising out of or in connection with, any and all past, present or future infringements or dilution of or damage or injury to the Mark or the registrations thereof or such associated goodwill.

Assignor agrees to execute and deliver, at Assignee's request and at Assignee's expense, all papers, instruments and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all of Assignor's rights, title and interest in and to the Mark in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

Signature Page to Follow

SCHEDULE "A"

REGISTRATION FILED IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Mark

Have it all... Style... Fit and Value... Sizes 14W to 44W

Registration No.

3,457,345