

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
Chico's Retail Services, Inc.		02/01/2009	CORPORATION: FLORIDA

RECEIVING PARTY DATA

Name:	Chico's Brands Investments, Inc.
Street Address:	11215 Metro Parkway
City:	Fort Myers
State/Country:	FLORIDA
Postal Code:	33966
Entity Type:	CORPORATION: FLORIDA

PROPERTY NUMBERS Total: 17

Property Type	Number	Word Mark
Serial Number:	77615779	SOMA INTIMATES
Registration Number:	3402223	SOMA BY CHICO'S
Registration Number:	3402217	SOMA BY CHICO'S
Registration Number:	2688679	NO TUMMY
Registration Number:	2680868	CHICO'S
Registration Number:	2527071	LEMONADE FOR LIFE
Registration Number:	2321476	PASSPORT
Registration Number:	2335217	CHICO'S PASSPORT
Registration Number:	2649775	WHITE HOUSE BLACK MARKET
Registration Number:	2566395	WHITE HOUSE BLACK MARKET
Registration Number:	2342368	MOST AMAZING PERSONAL SERVICE
Registration Number:	2271990	M.A.P.S.
Registration Number:	2378484	MOST AMAZING PERSONAL SERVICE
Registration Number:	2378483	M.A.P.S.

OP \$440.00 77615779

Registration Number:	1605727	FITIGUES
Registration Number:	1519904	CHICO'S
Registration Number:	1530976	FITIGUES

CORRESPONDENCE DATA

Fax Number: (239)274-4448
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 239-346-8626
Email: debra.policarpo@chicos.com
Correspondent Name: Debra L.Policarpo
Address Line 1: 11215 Metro Parkway
Address Line 4: Fort Myers, FLORIDA 33966

NAME OF SUBMITTER:	Debra L. Policarpo
Signature:	/Debra L. Policarpo/
Date:	10/15/2009

Total Attachments: 3
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ASSIGNMENT

THIS ASSIGNMENT ("Assignment") is made as of the 1st day of February, 2009, between Chico's Retail Services, Inc., a Florida corporation, with its principal place of business at 11215 Metro Parkway, Fort Myers, Florida 33966 ("Assignor"), and Chico's Brands Investments, Inc. a Florida corporation, with its principal place of business at 11215 Metro Parkway, Fort Myers, Florida 33966 ("Assignee"). This Assignment is executed as a part of the Master Contribution and Assignment Agreement entered into between the parties.

For valuable consideration, receipt and sufficiency which are hereby acknowledged, Assignor, intending to be legally bound, hereby agrees as follows:

1. Assignor hereby assigns to Assignee, its successors and assigns, the entire right, title, and interest of Assignor in and to the trade names, commercial names, corporate names, legal names, domain names, trademarks, service marks, certification marks, collective marks shown in Exhibit A, and any registrations and trademark applications, renewals and extensions ("Marks"), together with the goodwill of the business connected with the use of and symbolized by the Marks, and all claims which may have arisen in connection with Assignor's use of the Marks, if any.
2. Assignor as the owner of the copyrights described in Exhibit B ("Copyrights") does hereby assigns to Assignee, its successors and assigns, the entire right, title and interest in and to the Copyrights and any registrations, copyright applications, renewals and extensions relating thereto, and all claims which may have arisen in connection with Assignor's use of the Copyrights, if any.

In Witness Whereof, the Assignor and Assignee have caused this Assignment to be executed this 1st day of February, 2009.

ASSIGNOR:

Chico's Retail Services, Inc.

By: David F. Dyer

David F. Dyer, President

ASSIGNEE:

Chico's Brands Investments, Inc.

By: A. Alexander Rhodes

A. Alexander Rhodes, President

Exhibit A

US TRADEMARK REGISTRATIONS/APPLICATIONS

Mark	Country	Date of Regis.	Regis. Number	Serial Number
CHICO'S	U.S.	1/10/1989	1,519,904	
CHICO'S	U.S.	1/28/2003	2,680,868	
CHICO'S PASSPORT	U.S.	3/28/2000	2,335,217	
M.A.P.S.	U.S.	8/24/1999	2,271,990	
M.A.P.S.	U.S.	8/22/2000	2,378,483	
MOST AMAZING PERSONAL SERVICE	U.S.	4/18/2000	2,342,368	
MOST AMAZING PERSONAL SERVICE	U.S.	8/22/2000	2,378,484	
NO TUMMY	U.S.	2/18/2003	2,688,679	
PASSPORT	U.S.	2/22/2000	2,321,476	
SOMA BY CHICO'S	U.S.	3/25/2008	3,402,217	
SOMA BY CHICO'S (and Design)	U.S.	3/25/2008	3,402,223	
SOMA INTIMATES	U.S.	Pending Reg.		77,615,779
WHITE HOUSE BLACK MARKET	U.S.	11/12/2002	2,649,775	
WHITE HOUSE BLACK MARKET	U.S.	5/7/2002	2,566,395	
FITIGUES	U.S.	7/10/1990	1,605,727	
FITIGUES & Design	U.S.	3/21/1989	1,530,978	
LEMONADE FOR LIFE	U.S.	1/8/2002	2,527,871	