

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bath & Body Works Brand Management, Inc.		06/21/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	La Senza Corporation		
Street Address:	1608 St. Regis Boulevard		
City:	Dorval		
State/Country:	QUEBEC		
Postal Code:	H9P 1H6		
Entity Type:	CORPORATION: CANADA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77103386	HELLO SUGAR	
Serial Number:	77171260	HELLO SUGAR!	
CORRESPONDENCE DATA			
Fax Number:	(917)522-7456		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-884-3448		
Email:	onedeltscheff@limitedbrands.com		
Correspondent Name:	Olga M. Nedeltscheff		
Address Line 1:	666 Fifth Avenue, 4th Floor		
Address Line 2:	Legal Services		
Address Line 4:	New York, NEW YORK 10103		
ATTORNEY DOCKET NUMBER:	LS1005026/7-US-HELLO SUGA		
NAME OF SUBMITTER:	Olga M. Nedeltscheff		
Signature:	/O M Nedeltscheff/		

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REEL: 004239 FRAME: 0110

Date:

07/09/2010

Total Attachments: 1

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WHEREAS, Bath & Body Works Brand Management, Inc. (Bath & Body Works), a corporation organized and existing under the laws of the State of Delaware, with an address at 7 Limited Parkway East, Reynoldsburg, Ohio 43068, United States of America, is the owner of the following United States trademark applications:

<u>Trademark</u>	<u>Application No.</u>	<u>Class</u>
HELLO SUGAR	App. No. 77103386	3, 4
HELLO SUGAR & Design	App. No. 77171260	3

WHEREAS, La Senza Corporation (La Senza), a Canadian corporation, with an address at 1608 St. Regis Boulevard, Dorval, Quebec, Canada, H9P 1H6, is desirous of acquiring said trademarks and the eventual registrations thereof.

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, Bath & Body Works hereby transfers and assigns to La Senza the entire right, title and interest in and to the said trademarks and the resulting registrations thereof, together with the goodwill of the business associated with the said trademarks.

THIS *21st* day of *June*, 2010.

Bath & Body Works Brand Management, Inc.



(Name) Lori A. Slawinski
(Title) Assistant Secretary