

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
CREDIT AGRICOLE CIB	FORMERLY Calyon, formerly Credit Agricole Indosuez	07/29/2010	COMPANY:
RECEIVING PARTY DATA			
Name:	FREDERICK'S OF HOLLYWOOD, INC.		
Street Address:	6255 Sunset Blvd.		
City:	Hollywood		
State/Country:	CALIFORNIA		
Postal Code:	90028		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	1051548	FREDERICK'S	
Registration Number:	1052485	FREDERICK'S	
Registration Number:	1055867	FREDERICK'S	
Registration Number:	1058525	FREDERICK'S	
Registration Number:	0664746	FREDERICK'S	
Registration Number:	2403596	FREDERICKS.COM	
Registration Number:	1627771	FREDERICK'S OF HOLLYWOOD	
Registration Number:	1674329	FREDERICK'S OF HOLLYWOOD	
Registration Number:	2932489	FREDERICK'S OF HOLLYWOOD	
Registration Number:	3405857	FREDERICK'S OF HOLLYWOOD	
Registration Number:	3416487	GET CHEEKY	
CORRESPONDENCE DATA			
Fax Number:	(805)477-0060		

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TRADEMARK
 REEL: 004250 FRAME: 0162

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 805-477-0050
Email: Hal@HKyleLaw.com
Correspondent Name: Harold K. Kyle
Address Line 1: 1583 Spinnaker Drive
Address Line 4: Ventura, CALIFORNIA 93001

NAME OF SUBMITTER:	Harold K. Kyle
Signature:	/hkk/
Date:	07/29/2010

Total Attachments: 2

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**RELEASE OF SECURITY INTEREST
IN FREDERICK'S OF HOLLYWOOD, INC.**

Credit Agricole CIB New York, with a business address of 1301 Avenue of the Americas, New York, New York 10019, formerly known as Calyon, is the successor in interest to Credit Agricole Indosuez, with a last known business address of 666 Third Avenue, New York, New York 10017 ("Secured Party"), hereby releases its security interests in the trademarks of Frederick's of Hollywood, Inc. ("Frederick's"), as set forth on Schedule A attached hereto;

created either by that certain Security Agreement executed by Frederick's of Hollywood, Inc. in favor of Secured Party recorded with the United States Patent and Trademark Office on October 9, 1997, in Reel/Frame 1653/0473;

created by that certain Collateral Assignment of Trademarks executed by Frederick's of Hollywood, Inc. in favor of Secured Party recorded with the United States Patent and Trademark Office on March 7, 2003, in Reel/Frame 2700/0863;

created by the certain Change of Name of Security Agent to Calyon, Recorded 7/27/2004 at Reel/Frame 2902/0060; and/or

created by that certain Collateral Assignment of Trademarks executed by Frederick's of Hollywood, Inc. in favor of Secured Party recorded with the United States Patent and Trademark Office on March 18, 2005, in Reel/Frame 3049/0219.

The Secured Party hereby authorizes Frederick's to file any releases as required by law to evidence the Secured Party's release of said security interests. Secured Party further confirms and agrees that from time to time hereafter, upon the reasonable request of Frederick's, the Secured Party will execute and deliver such additional similar releases as may be necessary to effectively terminate any and all security interests on the assets and properties of Frederick's on any public record.

Dated: July 29, 2010

CREDIT AGRICOLE CIB NEW YORK (formerly known as Calyon and successor in interest to Credit Agricole Indosuez)

By: Kathleen M. Sweeney
Name: KATHLEEN SWEENEY
Title: MANAGING DIRECTOR

By: Alan Sidrane
Name: Alan Sidrane
Title: MANAGING DIRECTOR

ACKNOWLEDGMENT

STATE OF New York)
)ss.
COUNTY OF New York)

On July 29 before me, each of Kathleen Sweeney and Alan Sidrane, personally appeared _____, personally known to me to be the person whose name is subscribed to the within instrument and acknowledged to me that he/she executed the same in his/her authorized capacity, and that by his/her signature on the instrument the person, or the entity on behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.

Wendy M. Yip
Notary Public in and for said County and State
 KINGS NY

My Commission Expires _____

WENDY M. YIP
Notary Public, State of New York
No. 01Y16167405
Qualified in Kings County
Term Expires May 29, 2011

**TRADEMARK
REEL: 004250 FRAME: 0164**

EXHIBIT A
TRADEMARKS

Trademark	Registration Number	Registration Date
FREDERICK'S	1,051,548	10/26/1976
FREDERICK'S	1,052,485	11/9/1976
FREDERICK'S	1,055,867	1/11/1977
FREDERICK'S	1,058,525	2/8/1977
FREDERICK'S (Stylized)	664,746	7/22/1958
FREDERICKS.COM	2,403,596	11/14/2000
FREDERICK'S OF HOLLYWOOD	1,627,771	12/11/1990
FREDERICK'S OF HOLLYWOOD	1,674,329	2/4/1992
FREDERICK'S OF HOLLYWOOD (Stylized)	2,932,489	3/15/2005
FREDERICK'S OF HOLLYWOOD (Stylized)	3,405,857	4/1/2008
GET CHEEKY [and Design]	3,416,487	4/29/2008