

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
Limco, Inc.		09/24/2010	CORPORATION:
RECEIVING PARTY DATA			
Name:	Limited Stores, LLC		
Street Address:	7775 Walton Parkway		
City:	New Albany		
State/Country:	OHIO		
Postal Code:	43054		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 14			
Property Type	Number	Word Mark	
Registration Number:	3309427	AT THE LIMITED AND NO WHERE ELSE	
Serial Number:	77280866	LIMITED DESIGN	
Registration Number:	3131989	LIMITED LUXE	
Registration Number:	3173152	LIMITED LUXE PREMIUM COLLECTION	
Serial Number:	77280839	LIMITED SPORT	
Registration Number:	3327103	ONLY AT THE LIMITED AND NO WHERE ELSE	
Registration Number:	1020794	THE LIMITED	
Registration Number:	1062519	THE LIMITED	
Registration Number:	1509769	THE LIMITED	
Registration Number:	2234267	THE LIMITED	
Registration Number:	3357866	THE LIMITED	
Registration Number:	3181038	THE LIMITED	
Serial Number:	77280886	THE LIMITED COLLECTION	
Registration Number:	2885091	THE LIMITED WEEKEND	

OP \$365.00 3309427

CORRESPONDENCE DATA

Fax Number: (914)472-1551

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

Email: scarsdale@colucci-umans.com

Correspondent Name: Frank J. Colucci

Address Line 1: 218 East 50th Street

Address Line 4: New York, NEW YORK 10022

ATTORNEY DOCKET NUMBER:	C700-005 ASSIGNMENTS
NAME OF SUBMITTER:	Frank J. Colucci
Signature:	/frank j. colucci/
Date:	09/24/2010

Total Attachments: 4

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United States of America

TRADEMARK ASSIGNMENT

WHEREAS, Limco, Inc., a Delaware corporation, located and doing business at 1105 North Market Street, Wilmington, Delaware 19801 (hereinafter "Limco"), is the owner of the trademarks and the international applications and registrations therefor listed on the attached Schedule A (the "Trademarks");

WHEREAS, Limited Stores, LLC, a limited liability company organized under the laws of the state of Delaware, which is located and doing business at 7775 Walton Parkway, New Albany, Ohio 43054 (hereinafter "Limited"), is desirous of acquiring the Trademarks.

NOW, THEREFORE, in consideration of the above recitals, which are incorporated herein by this reference, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Limco hereby assigns to Limited all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks.

Dated: September 13th, 2010
Place:

LIMCO, INC.

By: 

Carol M. Matorin
Senior Vice President –Senior Counsel

Dated: September 24, 2010
Place: New Albany, Ohio

LIMITED STORES, LLC

By: 

Name: Marla Goms-Hopsher
Title: Asst. Secretary

VERIFICATION

I, Courtney A. Cosgrove, a Notary Public in and for
the State of New York, do hereby certify that on this 13th day of
September 2010, personally appeared before me Carol M. Matorin who, being by
me first duly sworn, declared that she is the Senior Vice President – Senior Counsel of
Limco, Inc. executed the foregoing document in my presence; that she has authority,
under the articles of incorporation and bylaws of the said corporation to represent the
said corporation, and that any instrument signed solely by her in her capacity as such
officer is binding on the said corporation.

Courtney A. Cosgrove
Notary Public
Name: Courtney A. Cosgrove
Notary Number: 01.C.06170470

COURTNEY A. COSGROVE
Notary Public, State of New York
No. 01C06170470
Qualified in Kings County
Term Expires July 9, 2011

VERIFICATION

Jackie C. Rose, a Notary Public in and for
aforementioned, do hereby certify that on this 24th day of September 2010,
personally appeared before me Marla Goins Hipsher who, being by
me first duly sworn, declared that he/she is the Assistant Secretary of
Limited Stores, LLC executed the foregoing document in my presence; that he/she has
authority, to represent the limited liability company, and that any instrument signed
solely by him/her in his/her capacity as such officer is binding on the said limited liability
company.

Jackie C. Rose
Notary Public
Name: Jackie C Rose
Notary Number: 191314



Jackie C. Rose
Notary Public, State of Ohio
My Commission Expires 04-13-2012

SCHEDULE A

United States of America

<u>Mark</u>	<u>Application/Registration No.</u>	<u>Class(es)</u>
AT THE LIMITED AND NO WHERE ELSE	3,309,427	35
LIMITED DESIGN	77/280,866	25, 35
LIMITED LUXE and Square Design	3,131,989	25, 35
LIMITED LUXE PREMIUM COLLECTION and Design	3,173,152	35
LIMITED SPORT	77/280,839	25, 35
ONLY AT THE LIMITED AND NO WHERE ELSE	3,327,103	35
THE LIMITED	1,020,794	25
THE LIMITED	1,062,519	42
THE LIMITED	1,509,769	14
THE LIMITED	2,234,267	18, 25
THE LIMITED	3,357,866	26, 35
THE LIMITED	3,181,038	14
THE LIMITED COLLECTION	77/280,886	25, 35
THE LIMITED WEEKEND	2,885,091	25