

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
Hilco Brands, LLC		10/25/2010	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Frederick's of Hollywood Group Inc.
Street Address:	1115 Broadway
Internal Address:	11th Floor
City:	New York
State/Country:	NEW YORK
Postal Code:	10010
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 23

Property Type	Number	Word Mark
Registration Number:	1605698	CINEJOUR
Registration Number:	2428946	M·T·B MEANT TO BE
Registration Number:	1190788	MOVIE STAR
Registration Number:	1190785	SWEET-TOPS
Registration Number:	2546914	STARDUST
Registration Number:	2582551	COMFY COZY
Registration Number:	1704269	HEATHER NICOLE
Registration Number:	1209847	CINEMA ETOILE
Registration Number:	1303849	PAM UNDIES
Registration Number:	2977356	NIGHT MANEUVERS
Registration Number:	2039454	NIGHT MAGIC
Registration Number:	0345102	CUDDL'FORM
Registration Number:	3309506	CINEMA STUDIO

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**TRADEMARK
 REEL: 004306 FRAME: 0847**

Registration Number:	3373701	KNICKERS BY CINEMA ETOILE
Registration Number:	1499666	STARRY NITES
Registration Number:	3489101	THE BOUDOIR COLLECTION
Registration Number:	2228727	SEDUCTIVE WEAR BY CINEMA ETOILE
Registration Number:	2228739	SEDUCTIVE WEAR
Registration Number:	3701373	SLEEPWEAR.4.NAPPIN' & YAPPIN'
Registration Number:	3710385	CAMIETTE
Registration Number:	3711640	WORLD'S BIGGEST SLEEP SHIRT
Registration Number:	3716764	DEMISOLE
Registration Number:	0690969	MOVIE STAR

CORRESPONDENCE DATA

Fax Number: (212)292-5391
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 2122925390
Email: mail@ipcounselors.com
Correspondent Name: Jason Drangel
Address Line 1: 60 East 42nd Street
Address Line 2: Suite 2410
Address Line 4: New York, NEW YORK 10165

ATTORNEY DOCKET NUMBER:	2081-14
NAME OF SUBMITTER:	Jason M. Drangel
Signature:	/jason m. drangel/
Date:	10/29/2010

Total Attachments: 4
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RELEASE OF SECURITY INTEREST

Frederick's of Hollywood Group Inc. ("Borrower") has entered into a Security Agreement dated July 30, 2010 ("Security Agreement") with Hilco Brands, LLC ("Secured Party").

Given valuable consideration received, and pursuant to the terms of the Security Agreement, Secured Party hereby releases from the Security Agreement (and the liens created thereby) the intellectual property and other assets identified in Exhibit A attached hereto (the "Released Assets").

Secured Party has not assigned any of its rights or obligations under the Security Agreement with respect to the Released Assets to any other party.

If requested by Borrower, Secured Party will sign amendments to the Uniform Commercial Code Financing Statements and other instruments filed by Secured Party pursuant to the Security Agreement to release the Released Assets therefrom.

Dated: October 25, 2010

HILCO BRANDS, LLC

By: 

Name: Eric W. Kamp



Title: MANAGING DIRECTOR

TRADEMARK




REEL: 004306 FRAME: 0849

EXHIBIT A

Trademarks and Trademark Licenses

<u>Registration Number</u>	<u>Trademark</u>	<u>Expires</u>	<u>Class</u>	<u>First Use</u>	<u>Goods/Services</u>	<u>Owner</u>	<u>Status</u>
1,605,698	United States Trademarks Cinejour	7/10/2020	25	Sep-89	LADIES' AND CHILDREN'S DAY WEAR, NAMELY PANTIES, PETTICOATS, CAMISOLES, SLIPS, HALF SLIPS, TEDDIES, TANK TOPS, TAP PANTS, LOUNGEWEAR, NAMELY ROBES, SWEAT SUITS, SWEAT SHIRTS, DUSTERS, T-SHIRTS, LOUNGING PAJAMAS, ROMPERS, PLAY SUITS, JUMPSUITS, SHIRTS, COVER UPS, SLEEPWEAR, NAMELY GOWNS, PAJAMAS, DORM SHIRTS, BABY DOLLS, CHEMISES, TEDDIES	Frederick's of Hollywood Group Inc.	Filed Application 6/16/2010
2,428,946	M.T.B. Meant to Be [and Design] 	2/13/2011	25	Mar-00	CLOTHING, NAMELY, LOUNGEWEAR, AND SLEEPWEAR	Frederick's of Hollywood Group Inc.	Next renewal due by 2/13/11
1,190,788	Movie Star	2/23/2012	25	Sep-79	LOUNGEWEAR	Frederick's of Hollywood Group Inc.	Next renewal due by 2/23/12
1,190,785	Sweet-Tops (Stylized) 	2/23/2012	25	Apr-80	SLEEPWEAR AND LOUNGEWEAR-NAMELY, LOUNGING ROBES, NIGHT GOWNS AND PAJAMAS	Frederick's of Hollywood Group Inc.	Next renewal due by 2/23/12
2,382,551	Stardust Comfy Cozy	3/12/2012 6/18/2012	25 25	Nov-42 Feb-02	LADIES' APPAREL, NAMELY, BRASSIERES, PANTIES, PETTICOATS, GIRDLES, GARTERS, GARTER BELTS, CAMISOLES, SLIPS, HALF SLIPS, TEDDIES, TANK TOPS, TAP PANTS, LOUNGEWEAR, ROBES, SWEAT SUITS, SWEAT SHIRTS, DUSTERS, T-SHIRTS, LOUNGING PAJAMAS, ROMPERS, PLAY SUITS, JUMP SUITS, PATIO SHIRTS, COVER UPS, SLEEPWEAR, GOWNS, PAJAMAS, DORM SHIRTS, NIGHT SHIRTS, BABY DOLL PAJAMAS, CHEMISES, AND NEGLIGENCE SLEEPWEAR	Frederick's of Hollywood Group Inc.	Next renewal due by 3/12/12 Next renewal due by 6/18/12

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1,704,269	Heather Nicole	7/28/2012	25	Aug-91	LADIES' AND CHILDREN'S DAY WEAR; NAMELY, PANTIES, PETTICOATS, CAMISOLES, SLIPS, HALF SLIPS, TEDDIES, TANK TOPS, TAP PANTS, LOUNGEWEAR; NAMELY, ROBES, SWEAT SUITS, SWEAT SHIRTS, DUSTERS, T-SHIRTS, LOUNGING PAJAMAS, ROMPERS, PLAY SUITS, JUMPSUITS, PATIO SHIRTS, COVER UPS, SLEEPWEAR; NAMELY, GOWNS, PAJAMAS, DORM SHIRTS, BABY DOLLS, CHEMISES, TEDDIES	Frederick's of Hollywood Group Inc.	Next renewal due by 7/28/12
1,209,847	Cinema Etoile (Stylized) 	9/21/2012	25	Jul-81	WOMEN'S CLOTHING-NAMELY, LINGERIE, NIGHTGOWNS, AND UNDERWEAR	Frederick's of Hollywood Group Inc.	Next renewal due by 9/21/2012
1,303,849	Pam Undies (Stylized) 	11/6/2014	25	Jan-56	WOMEN'S UNDERWEAR AND SLEEPWEAR	Frederick's of Hollywood Group Inc.	Next renewal due by 11/6/2014
2,977,356	Night Maneuvers	7/26/2015	25	Jan-04	WOMEN'S SLEEPWEAR, PAJAMAS, NIGHTGOWNS, NIGHT SHIRTS, DORM SHIRTS, ROBES, BABYDOLLS, CHEMISES, NEGLIGEEES, AND SEDUCTIVE WEAR, NAMELY, THONGS, GARTER BELTS, GARTERS, TEDDIES, BRASSIERES, BRALETTES, PANTIES, BUSTIERS, BABYDOLL-SHORT NIGHTSETS, AND TWO PIECE SHORT PAJAMA SETS	Frederick's of Hollywood Group Inc.	Next renewal due by 7/26/2015
2,039,454	Night Magic	2/18/2017	25	Jul-96	LADIES' DAY WEAR, NAMELY, PANTIES, PETTICOATS, CAMISOLES, SLIPS, HALF SLIPS, TEDDIES, TANK TOPS, TAP PANTS; LOUNGEWEAR, NAMELY, ROBES, SWEAT SUITS, SWEAT SHIRTS, DUSTERS, T-SHIRTS, LOUNGING PAJAMAS, ROMPERS, PLAY SUITS, JUMP SUITS, PATIOSHIRTS, COVER UPS; SLEEPWEAR, NAMELY, GOWNS, PAJAMAS, DORM SHIRTS, BABY DOLLS, CHEMISES, TEDDIES	Frederick's of Hollywood Group Inc.	Next renewal due by 2/18/2017
345,102	Cuddl' Form (Stylized) 	4/13/2017	25	Nov-36	Slips	Frederick's of Hollywood Group Inc.	Next renewal due by 4/13/2017
3,309,506	Cinema Studio	10/9/2017	25	Jan-07	WOMEN'S SLEEPWEAR, PAJAMAS, NIGHTGOWNS, NIGHT SHIRTS, DORM SHIRTS, ROBES, BABYDOLL PAJAMAS, CHEMISES, NEGLIGEEES, AND SEDUCTIVE WEAR, NAMELY, THONGS, GARTER BELTS, GARTERS, TEDDIES, BRASSIERES, BRALETTES IN THE NATURE OF BRASSIERES OF SMALLER DESIGN, PANTIES, BUSTIERS, BABYDOLL PAJAMA SETS COMPRISED OF TOPS AND PANTIES, AND TWO PIECE PAJAMA SETS COMPRISED OF TOPS AND SHORTS	Frederick's of Hollywood Group Inc.	Next renewal due by 10/9/2017
3,333,701	Knickers by Cinema Etoile	1/22/2018	25	Sep-07	Panties	Frederick's of Hollywood Group Inc.	Next renewal due by 1/22/2018

1,499,666	Starry Nites	8/9/2018	25	Feb-86	LADIES SLEEPWEAR, NAMELY NIGHTSHIRTS, BABY DOLLS, PAJAMAS, TEDDIES, PANTIES, NIGHTGOWNS, AND ROBES	Frederick's of Hollywood Group Inc.	Next renewal due by 8/9/2018
3,489,101	The Boudoir Collection	8/19/2018	25	Apr-04	WOMEN'S SLEEPWEAR, PAJAMAS, NIGHTGOWNS, NIGHT SHIRTS, DORM SHIRTS, ROBES, BABYDOLLS, CHEMISES, NEGLIGES, AND SEDUCTIVE WEAR, NAMELY, THONGS, GARTER BELTS, GARTERS, TEDDIES, BRASSIERES, BRALETTES, PANTIES, BUSTIERS, BABYDOLL-SHORT NIGHTSETS, AND TWO PIECE SHORT PAJAMA SETS	Frederick's of Hollywood Group Inc.	Next renewal due by 8/19/2018
2,228,727	Seductive wear by Cinema Etoile	3/2/2019	25	Jun-95	WEARING APPAREL, NAMELY, LOUNGEWEAR, SLEEPWEAR, GARTERS AND GARTER BELTS	Frederick's of Hollywood Group Inc.	Next renewal due by 3/2/2019
2,228,739	Seductive Wear	3/2/2019	25	Jun-95	WEARING APPAREL, NAMELY, LOUNGEWEAR, SLEEPWEAR, GARTERS AND GARTER BELTS	Frederick's of Hollywood Group Inc.	Next renewal due by 3/2/2019
3,701,373	Sleepwear 4 Nappin' & Yappin	10/27/2019	25	Jan-95	Shorts, T-shirts, Sweatshirts, Sweatpants and Jackets	Frederick's of Hollywood Group Inc.	Next renewal due by 10/27/2019
3,710,385	Camiette	11/10/2019	25	Jun-09	Ladies' bras, bralettes, camisoles	Frederick's of Hollywood Group Inc.	Next renewal due by 11/10/2019
3,711,640	World's Biggest Sleep Shirt	11/17/2009	25	Jan-95	Shorts, T-shirts, Sweatshirts, Sweatpants and Jackets	Frederick's of Hollywood Group Inc.	Next renewal due by 11/17/10
3,716,764	Demisole	11/24/2019	25	Jun-09	Ladies' bras, bralettes, camisoles	Frederick's of Hollywood Group Inc.	Next renewal due by 11/24/2019
690,969	Movie Star	1/5/2020	25	Apr-37	UNDERGARMENTS, SLEEPWEAR, AND LINGERIE	Frederick's of Hollywood Group Inc.	Next renewal due by 1/5/2020
13,801	Commonwealth of Puerto Rico	6/10/2016	25	Jun-66	UNDERGARMENTS SLEEPWEAR & LINGERIE	Movie Star, Inc.	Next renewal due by 6/10/2016
2,665,919	International Trademarks	3/19/2014	International 25		Lingerie, Loungewear, Sleepwear	Movie Star, Inc.	Next renewal due by 3/19/2014
243,927	Movie Star (Mexico)	8/10/2014	International 25		Lingerie, Loungewear, Sleepwear	Movie Star, Inc.	Next renewal due by 8/10/2014
242,887	Movie Star (Japan)	12/25/2016	International 25		Lingerie, Loungewear, Sleepwear	Movie Star, Inc.	Next renewal due by 12/25/2016
792,537	Movie Star (Great Britain)	6/24/2018	International 25		Lingerie, Loungewear, Sleepwear	Movie Star, Inc.	Next renewal due by 6/24/2018
19,600,224	Movie Star (Hong Kong)	11/2/2018	International 25		Lingerie, Loungewear, Sleepwear	Movie Star, Inc.	Next renewal due by 11/2/2018