

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	RELEASE BY SECURED PARTY

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Hilco Brands LLC		05/31/2012	LIMITED LIABILITY COMPANY:

**RECEIVING PARTY DATA**

<b>Name:</b>	Frederick's of Hollywood Group Inc.
<b>Street Address:</b>	8 West 38th Street, Suite 802
<b>City:</b>	New York
<b>State/Country:</b>	NEW YORK
<b>Postal Code:</b>	10018
<b>Entity Type:</b>	CORPORATION: NEW YORK

**PROPERTY NUMBERS Total: 20**

Property Type	Number	Word Mark
Serial Number:	85029166	CORSETINI
Registration Number:	3532435	F
Registration Number:	3076474	F
Registration Number:	1055867	FREDERICK'S
Registration Number:	1058525	FREDERICK'S
Registration Number:	1052485	FREDERICK'S
Registration Number:	1051548	FREDERICK'S
Registration Number:	0664746	FREDERICK'S
Registration Number:	1674329	FREDERICK'S OF HOLLYWOOD
Registration Number:	3405857	FREDERICK'S OF HOLLYWOOD
Registration Number:	2932489	FREDERICK'S OF HOLLYWOOD
Registration Number:	1627771	FREDERICK'S OF HOLLYWOOD
Registration Number:	2403596	FREDERICKS.COM
Registration Number:	3416487	GET CHEEKY

OP \$515.00 85029166

**TRADEMARK**

Registration Number:	3935638	HOLLYWOOD ICON BY FREDERICK'S OF HOLLYWOOD
Registration Number:	3456537	PREMIERE LINE BY FREDERICK'S OF HOLLYWOOD
Registration Number:	3858916	SEDUCTION BY FREDERICK'S OF HOLLYWOOD
Registration Number:	3164722	THE HOLLYWOOD EXXTREME CLEAVAGE
Registration Number:	3156626	THE ORIGINAL SEX SYMBOL
Registration Number:	1585795	REAL SHAPES

**CORRESPONDENCE DATA**

Fax Number:

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 617.310.5214

Email: thomasbr@gtlaw.com

Correspondent Name: Brandi Larea Thomas

Address Line 1: Greenberg Traurig One International Pl

Address Line 4: Boston, MASSACHUSETTS 02110

NAME OF SUBMITTER:	Brandi Larea Thomas
Signature:	/s/ Brandi Larea Thomas
Date:	06/04/2012

**Total Attachments: 16**

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**RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY  
COLLATERAL**

This **RELEASE OF SECURITY INTEREST IN INTELLECTUAL PROPERTY COLLATERAL** (this "**Release**"), dated as of May 31, 2012, is made by **HILCO BRANDS, LLC**, as Arranger and Agent for the Lenders (the "**Agent**") under the Financing Agreement referred to below (terms used in this Release and not herein defined shall have the meanings set forth in the Financing Agreement).

**WHEREAS**, in connection with that certain Financing Agreement, dated as of July 30, 2010 (as amended, restated, supplemented or otherwise modified from time to time, and together with all general security agreements, trademark security agreements and patent security agreements entered into in connection therewith or in connection with prior versions thereof, the "**Financing Agreement**"), by and between **Frederick's of Hollywood Group Inc.** (the "**Borrower**"), and certain of its subsidiaries and the Agent as the Arranger and Agent, the Agent made credit extensions to the Borrower;

**WHEREAS**, in connection with the Financing Agreement, and pursuant to the Security Agreement, dated as of July 30, 2010, between the Borrower, FOH Holdings, Inc., Frederick's of Hollywood, Inc., Frederick's of Hollywood Stores, Inc., Hollywood Mail Order, LLC and the Agent as the arranger and agent for the Lenders (the "**Security Agreement**"), the Borrower granted a security interest in the trademarks described on Annex I hereto and in the copyrights described on Annex II hereto owned by the Borrower (the "**Intellectual Property Collateral**"); and

**WHEREAS**, the Security Agreement was recorded in the U.S. Patent and Trademark Office on the date and on the reel and frame set forth on Annex I hereto and in the U.S. Copyright Office on the date and document numbers set forth on Annex II hereto;

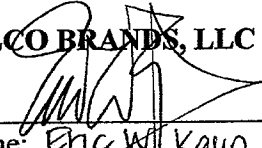
**NOW THEREFORE**, the Agent hereby **RELEASES**, without representation, recourse or warranty whatsoever, all of its security interest in the Intellectual Property Collateral, whether granted pursuant to the Security Agreement or any other agreement or document delivered in connection with the Financing Agreement, and the Agent hereby reassigns any and all such right, title and interest (if any) that the Agent may have in the Intellectual Property Collateral to the Borrower.

The Agent agrees, at the Borrower's reasonable expense, to cooperate with the Borrower and to provide the Borrower with the information and additional authorization reasonably required or desirable to effect the release of the Agent's security interest in the released collateral described herein.

This Release and the rights and obligations of the parties hereto shall be governed by, and construed and interpreted in accordance with, the laws of the State of New York.

**IN WITNESS WHEREOF**, Hilco Brands, LLC has caused this Release to be duly executed as of the date first set forth above.

**HILCO BRANDS, LLC**

By:  \_\_\_\_\_

Name: Eric W. Kaup

Title: VP & General Counsel, Managing Member

## ANNEX I

### Trademarks

The Security Agreement was recorded in the U.S. Patent and Trademark Office on August 4, 2010 and on reel and frame 4254/0688.

<b>Trademark</b>	<b>Serial/Registration Number</b>
CORSETINI	85/029,166
F (Stylized)	3,532,435
F (Stylized)	3,076,474
FREDERICK'S	1,055,867
FREDERICK'S	1,058,525
FREDERICK'S	1,052,485
FREDERICK'S	1,051,548
FREDERICK'S (Stylized)	664,746
FREDERICK'S OF HOLLYWOOD	1,674,329
FREDERICK'S OF HOLLYWOOD (Stylized)	3,405,857
FREDERICK'S OF HOLLYWOOD (Stylized)	2,932,489
FREDERICK'S OF HOLLYWOOD	1,627,771
FREDERICKS.COM	2,403,596
GET CHEEKY & DESIGN	3,416,487
HOLLYWOOD ICON BY FREDERICK'S OF HOLLYWOOD	3,935,638
PREMIERE LINE BY FREDERICK'S OF HOLLYWOOD	3,456,537
SEDUCTION BY FREDERICK'S OF HOLLYWOOD	3,858,916
THE HOLLYWOOD EXXTREME CLEAVAGE	3,164,722
THE ORIGINAL SEX SYMBOL	3,156,626
REAL SHAPES	1,585,795

## ANNEX II

### Copyrights

The Security Agreement was recorded in the U.S. Copyright Office on August 20, 2010.

#### **1. Copyrights of Frederick's of Hollywood, Inc.**

1. CLASS: TX (Textual Works)  
RETRIEVAL CODE: B (Monographic Works of a Non-dramatic Literary Nature)  
STATUS: Registered  
REGISTRATION DATE: March 26, 1991  
REGISTRATION NUMBER: TX-3-055-731  
CREATED: 1991  
PUBLICATION DATE: February 25, 1991  
NEW MATTER: New textual and pictorial material and compilation of previous publication material.  
NOTES: Catalog  
PREVIOUS REGISTRATION: Prev. reg.
2. CLASS: TX (Textual Works)  
RETRIEVAL CODE: B (Monographic Works of a Non-dramatic Literary Nature)  
STATUS: Registered  
REGISTRATION DATE: May 29, 1987  
REGISTRATION NUMBER: TX-2-083-789  
PUBLICATION DATE: December 1, 1986  
NEW MATTER: compilation and additions  
REGISTRATION DEPOSIT: 61 p.
3. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood, employer for hire  
CLASS: TX (Textual Works)  
REGISTRATION DATE: May 20, 1991  
REGISTRATION NUMBER: TX-3-068-104  
ISSUE: Vol. 59, Issue No. 334  
PUBLICATION DATE: June 6, 1988  
NEW MATTER: additions and compilation  
PUB FREQUENCY: Other  
IMPRINT: Hollywood: Frederick's of Hollywood  
NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242.  
MISCELLANEOUS: Issue ti.: Summer fashion sale.
4. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood, employer for hire  
CLASS: TX (Textual Works)  
REGISTRATION DATE: April 15, 1991  
REGISTRATION NUMBER: TX-3-083-055  
ISSUE: Vol. No. 73, issue no. 362  
PUBLICATION DATE: March 25, 1991  
NEW MATTER: additions and compilation  
PUB FREQUENCY: Other  
IMPRINT: Hollywood: Frederick's of Hollywood.  
NOTES: Frequency unknown. Subtitle on later issues: An Intimate Experience.

- Description based on: Vol. 34, issue no. 242.
5. CLASS: TX (Textual Works)  
REGISTRATION DATE: January 27, 1992  
REGISTRATION NUMBER: TX-3-229-421  
ISSUE: Vol. 76, issue no. 369  
PUBLICATION DATE: November 25, 1991  
NEW MATTER: additions and compilation  
PUB FREQUENCY: Other  
IMPRINT: Hollywood: Frederick's of Hollywood  
NOTES: Frequency unknown. Subtitle on later issues: An Intimate Experience.  
Description based on: Vol. 34, issue no. 242
  
  6. CLASS: TX (Textual Works)  
REGISTRATION DATE: July 24, 1992  
REGISTRATION NUMBER: TX-3-353-063  
ISSUE: Vol. 79, issue no. 373  
PUBLICATION DATE: March 30, 1992  
NEW MATTER: additions and compilation.  
PUB FREQUENCY: Other  
IMPRINT: Hollywood: Frederick's of Hollywood  
NOTES: Frequency varies. Subtitle on later issues: An Intimate Experience  
Description based on: Vol. 34, issue no. 242
  
  7. CLASS: TX (Textual Works)  
REGISTRATION DATE: December 14, 1992  
REGISTRATION NUMBER: TX-3-445-761  
ISSUE: Vol. 81, issue no. 378  
PUBLICATION DATE: August 10, 1992  
NEW MATTER: additions and compilation  
PUB FREQUENCY: Other  
IMPRINT: Hollywood: Frederick's of Hollywood  
NOTES: Frequency varies. Subtitle on later issues: An Intimate Experience  
Description based on: Vol. 34, issue no. 242
  
  8. CLASS: TX (Textual Works)  
REGISTRATION DATE: February 9, 1993  
REGISTRATION NUMBER: TX-3-468-373  
ISSUE: Vol. 81, issue no. 379  
PUBLICATION DATE: September 14, 1992  
NEW MATTER: additions and compilation  
PUB FREQUENCY: Other  
IMPRINT: Hollywood: Frederick's Hollywood  
ISSN NUMBER: 0162-0401 = Frets  
NOTES: Frequency varies. Subtitle on later issues: An Intimate Experience.  
Description based on: Vol. 34, issue no. 242
  
  9. CLASS: TX (Textual Works)  
REGISTRATION DATE: January 11, 1993  
REGISTRATION NUMBER: TX-3-458-894  
ISSUE: Vol. 82, no. 380  
PUBLICATION DATE: October 29, 1992  
NEW MATTER: additions and compilation  
PUB FREQUENCY: Other  
IMPRINT: Hollywood: Frederick's of Hollywood  
ISSN NUMBER: 0162-0401 = Frets

- NOTES: Frequency varies. Subtitle on later issues: An. Intimate Experience  
Description based on: Vol. 34, issue no. 242
10. CLASS: TX (Textual Works)  
REGISTRATION DATE: March 22, 1993  
REGISTRATION NUMBER: TX-3-504-897  
ISSUE: Vol. 83, no. 381  
PUBLICATION DATE: February 25, 1993  
NEW MATTER: additions and compilation  
PUB FREQUENCY: Other  
IMPRINT: Hollywood: Frederick's of Hollywood  
ISSN NUMBER: 0162.0401 = Frets  
NOTES: Frequency varies. Subtitle on later issues: An Intimate Experience.  
Description based on: Vol. 34, issue no. 242
11. CLASS: TX (Textual Works)  
REGISTRATION DATE: April 23, 1993  
REGISTRATION NUMBER: TX-3-589-965  
ISSUE: Vol. 84; issue no. 383  
PUBLICATION DATE: April 5, 1993  
NEW MATTER: additions and compilation  
PUBLICATION DATE: Other  
IMPRINT: Hollywood: Frederick's of Hollywood  
NOTES: Frequency varies. Subtitle on later issues: An Intimate Experience.  
Description based on: Vol. 34, issue no. 242  
MISCELLANEOUS: (C.O. corres.)
12. CLASS: TX (Textual Works)  
REGISTRATION DATE: September 8, 1993  
REGISTRATION NUMBER: TX-M40-936  
ISSUE: Vol. 84, issue no. 384  
PUBLICATION DATE: May 10, 1993  
NEW MATTER: additions and compilation  
PUB FREQUENCY: Other  
IMPRINT: Hollywood: Frederick's of Hollywood  
ISSN NUMBER: 0162-0401 = Frets  
NOTES: Frequency varies. Subtitle on later issues: An Intimate Experience.  
Description based on: Vol. 34, issue no. 242
13. CLASS: TX (Textual Works)  
RETRIEVAL CODE: B (Monographic Works of a Non-dramatic Literary Nature)  
STATUS: Registered  
REGISTRATION DATE: August 9, 1990  
REGISTRATION NUMBER: TX-2-894-818  
PUBLICATION DATE: November 27, 1989  
NOTES: Catalog
14. CLASS: TX (Textual Works).  
RETRIEVAL CODE: B (Monographic Works of a Non-dramatic Literary Nature)  
STATUS: Registered  
REGISTRATION DATE: August 9, 1990  
REGISTRATION NUMBER: TX-2-894-819  
CREATED: 1989  
PUBLICATION DATE: June 4, 1990  
NOTES: Catalog



15. CLASS: TX (Textual Works)  
 RETRIEVAL CODE: B (Monographic Works of a Non-dramatic Literary Nature)  
 STATUS: Registered  
 REGISTRATION DATE: August 9, 1990  
 REGISTRATION NUMBER: TX-2-894-820  
 PUBLICATION DATE: July 9, 1990  
 NOTES: Catalog
16. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood,  
 employer for hire.  
 CLASS: TX (Textual Works)  
 RETRIEVAL CODE: B (Monographic Works of a Non-dramatic Literary Nature)  
 STATUS: Registered  
 REGISTRATION DATE: December 17, 1990  
 REGISTRATION NUMBER: TX-2-973-520  
 PUBLICATION DATE: November 26, 1990  
 NEW MATTER: additions and compilation  
 NOTES: Catalog
17. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood,  
 employer for hire.  
 CLASS: TX (Textual Works)  
 REGISTRATION DATE: June 1, 1987  
 REGISTRATION NUMBER: TX-2-095-037  
 ISSUE: Vol. 51, issue no. 317  
 PUBLICATION DATE: August 11, 1986  
 NEW MATTER: additions and compilation  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood  
 NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242  
 MISCELLANEOUS: Issue ti.: Spectacular! 40th anniversary of beauty and fashion
18. APPLICATION TITLE: Summer fashion sale.  
 APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood,  
 employer for hire.  
 CLASS: TX (Textual Works)  
 REGISTRATION DATE: March 7, 1988  
 REGISTRATION NUMBER: TX-2-277-414  
 ISSUE: Vol. no. 54, issue no. 325  
 PUBLICATION DATE: July 13, 1987  
 NEW MATTER: additions and compilation  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood  
 NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242  
 MISCELLANEOUS: Version no. 7500
19. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood,  
 employer for hire.  
 CLASS: TX (Textual Works)  
 REGISTRATION DATE: March 7, 1988  
 REGISTRATION NUMBER: TX-2-282-497  
 ISSUE: Vol. no. 55, issue no. 326  
 PUBLICATION DATE: August 10, 1987  
 NEW MATTER: additions and compilation  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood

- ISSN NUMBER: 0162-0401 = Frets  
 NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242  
 MISCELLANEOUS: Version no. 7600. Issue ti.: Frederick's of Hollywood, an Intimate Experience.
20. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood, employer for hire.  
 CLASS: TX (Textual Works)  
 REGISTRATION DATE: August 18, 1988  
 REGISTRATION NUMBER: TX-2-374-563  
 ISSUE: Vol. no. 51, issue no. 318  
 PUBLICATION DATE: September 15, 1986  
 NEW MATTER: additions and compilation  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood  
 NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242  
 MISCELLANEOUS: Version no. 6700. Issue ti.: Christmas magic.
21. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood, employer for hire.  
 CLASS: TX (Textual Works)  
 REGISTRATION DATE: September 9, 1988  
 REGISTRATION NUMBER: TX-2-364-387  
 ISSUE: Vol. no. 51, issue no. 319  
 PUBLICATION DATE: October 20, 1986  
 NEW MATTER: additions and compilation  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood  
 ISSN NUMBER: 0162-0401 = Frets  
 NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242  
 MISCELLANEOUS: Version no. 6800. Issue ti.: Christmas as special as you!
22. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood, employer for hire.  
 CLASS: TX (Textual Works)  
 REGISTRATION DATE: March 29, 1989  
 REGISTRATION NUMBER: TX-2-525-172  
 ISSUE: Vol. 60, issue no. 338  
 PUBLICATION DATE: October 17, 1988  
 NEW MATTER: additions and compilation  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood  
 NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242  
 MISCELLANEOUS: Version no. 8800. Issue ti.: Happy holidays!
23. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood, employer for hire.  
 CLASS: TX (Textual Works)  
 REGISTRATION DATE: March 29, 1989  
 REGISTRATION NUMBER: TX-2-675-429, TX-2-533-225  
 ISSUE: Vol. 61, issue no. 339  
 PUBLICATION DATE: November 28, 1988  
 NEW MATTER: additions and compilation  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood  
 ISSN NUMBER: 0162-0401 = Frets

- NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242  
 MISCELLANEOUS: Version no. 9100. Issue ti.: Sale.
24. APPLICATION TITLE: Happy Holidays!  
 APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood,  
 employer for hire.  
 CLASS: TX (Textual Works)  
 REGISTRATION DATE: October 31, 1989  
 REGISTRATION NUMBER: TX-2-675-597  
 ISSUE: Vol. no. 60, issue no. 338  
 PUBLICATION DATE: October 17, 1988  
 NEW MATTER: additions and compilation  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood  
 NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242
25. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood,  
 employer for hire.  
 CLASS: TX (Textual Works)  
 REGISTRATION DATE: September 22, 1988  
 REGISTRATION NUMBER: TX-2-759-322  
 ISSUE: Vol. 60, no. 337  
 PUBLICATION DATE: September 12, 1988  
 NEW MATTER: additions and compilation  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood  
 NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242
26. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood,  
 employer for hire.  
 CLASS: TX (Textual Works)  
 REGISTRATION DATE: October 18, 1989  
 REGISTRATION NUMBER: TX-2-727-721  
 ISSUE: Vol. 62, no. 340  
 PUBLICATION DATE: January 16, 1989  
 NEW MATTER: additions and compilation  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood  
 ISSN NUMBER: 0162-0401 = Frets  
 NOTES: Frequency unknown. Description based on: Vol. 34; issue no. 242  
 MISCELLANEOUS: (C. O. corres.)
27. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood,  
 employer for hire.  
 CLASS: TX (Textual Works)  
 REGISTRATION DATE: August 9, 1990  
 REGISTRATION NUMBER: TX-2-883-506  
 ISSUE: Vol. 65, no. 348  
 PUBLICATION DATE: October 16, 1989  
 NEW MATTER: additions and compilation  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood  
 NOTES: Frequency unknown. Description based on: Vol. 34; issue no. 242
28. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood,  
 employer for hire.

CLASS: TX (Textual Works)  
 REGISTRATION DATE: April 11, 1978  
 REGISTRATION NUMBER: TX-48-091  
 ISSUE: Vol. 32, issue no. 217  
 PUBLICATION DATE: December 5, 1977  
 IN NOTICE YEAR: 1978  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood  
 NOTES: Frequency unknown. Description based on: Vol. 32; issue no. 217, December 5, 1977  
 MISCELLANEOUS: Issue ti.: Save.

29. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood, employer for hire.  
 CLASS: TX (Textual Works)  
 REGISTRATION DATE: July 24, 1978  
 REGISTRATION NUMBER: TX-72-624  
 ISSUE: Vol. 32, no. 218  
 PUBLICATION DATE: January 20, 1978  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood  
 NOTES: Frequency unknown. Description based on: Vol. 32, issue no. 217, December 5, 1977.  
 MISCELLANEOUS: Issue ti.: The Label makes the difference.

30. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood, employer for hire.  
 CLASS: TX (Textual Works)  
 REGISTRATION DATE: December 4, 1978  
 REGISTRATION NUMBER: TX-205-088  
 ISSUE: Vol. 32, issue no. 226  
 PUBLICATION DATE: September 15, 1978  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood  
 NOTES: Frequency unknown. Description based on: Vol. 32, issue no. 217, December 5, 1977.  
 MISCELLANEOUS: Issue ti.: Be wildly romantic!!!

31. APPLICATION TITLE: Frederick's on sale.  
 APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood, employer for hire.  
 CLASS: TX (Textual Works)  
 REGISTRATION DATE: March 7, 1979  
 REGISTRATION NUMBER: TX-203-347  
 ISSUE: Vol. 33, no. 228  
 PUBLICATION DATE: December 5, 1978  
 NEW MATTER: editorial comment and compilation  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood  
 ISSN NUMBER: 0016-0520 = Freedom at issue.  
 NOTES: Frequency unknown. Description based on: Vol. 32, issue no. 217, December 5, 1977.

32. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood, employer for hire.  
 CLASS: TX (Textual Works)

- REGISTRATION DATE: March 8, 1979  
REGISTRATION NUMBER: TX-204-564  
ISSUE: Vol. 33, no. 229  
PUBLICATION DATE: January 18, 1979  
NEW MATTER: editorial comment and compilation  
PUB FREQUENCY: Other  
IMPRINT: Hollywood: Frederick's of Hollywood  
ISSN NUMBER: 0016-0520 = Freedom at issue.  
NOTES: Frequency unknown. Description based on: Vol. 32, issue no. 217, December 5, 1977.
33. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood, employer for hire.  
CLASS: TX (Textual Works)  
REGISTRATION DATE: November 1, 1979  
REGISTRATION NUMBER: TX-356-662  
ISSUE: Vol. 33, no. 233  
PUBLICATION DATE: June 6, 1979  
PUB FREQUENCY: Other  
IMPRINT: Hollywood: Frederick's of Hollywood  
NOTES: Frequency unknown. Description based on: Vol. 32, issue no. 217, December 5, 1977.  
MISCELLANEOUS: Issue ti.: Better buy now! Save now, save now
34. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood, employer for hire.  
CLASS: TX (Textual Works)  
REGISTRATION DATE: October 29, 1979  
REGISTRATION NUMBER: TX-354-315  
ISSUE: Vol. 33, issue no. 235  
PUBLICATION DATE: August 1, 1979  
NEW MATTER: editorial comment and compilation  
PUB FREQUENCY: Other  
IMPRINT: Hollywood: Frederick's of Hollywood  
ISSN NUMBER: 0016-0520 = Freedom at issue.  
NOTES: Frequency unknown. Description based on: Vol. 32, issue no. 217, December 5, 1977.  
MISCELLANEOUS: Issue ti.: How to get your man and keep him!
35. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood, employer for hire.  
CLASS: TX (Textual Works)  
REGISTRATION DATE: July 15, 1983  
REGISTRATION NUMBER: TX-1-152-466  
ISSUE: Vol. 36, issue no. 266  
PUBLICATION DATE: additions and compilations  
PUB FREQUENCY: Other  
IMPRINT: Hollywood: Frederick's of Hollywood  
NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242  
MISCELLANEOUS: Issue ti.: Sale, sale, sale, buy now!: It's worth every thrill.
36. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood, employer for hire.  
CLASS: TX (Textual Works)  
REGISTRATION DATE: September 29, 1983  
REGISTRATION NUMBER: TX-1-237-999

- ISSUE: Vol. 40, issue no. 279  
PUBLICATION DATE: September 15, 1983  
NEW MATTER: additions and compilation  
PUB FREQUENCY: Other  
IMPRINT: Hollywood: Frederick's of Hollywood  
NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242  
MISCELLANEOUS: Issue ti.: Fall fantasies for you and your lover. (C. O. corres.)
37. APPLICATION TITLE: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood, employer for hire.  
CLASS: TX (Textual Works)  
REGISTRATION DATE: July 2, 1984  
REGISTRATION NUMBER: TX-1-380-803  
ISSUE: Vol. 38, issue no. 276  
PUBLICATION DATE: June 10, 1983  
NEW MATTER: additions and compilation  
PUB FREQUENCY: Other  
IMPRINT: Hollywood: Frederick's of Hollywood  
NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242  
MISCELLANEOUS: Issue ti.: Sultry summer savings!
38. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood, employer for hire.  
CLASS: TX (Textual Works)  
REGISTRATION DATE: December 2, 1985  
REGISTRATION NUMBER: TX-1-706-524  
ISSUE: Vol. 38, issue no. 291  
PUBLICATION DATE: September 17, 1984  
NEW MATTER: additions and compilation  
PUB FREQUENCY: Other  
IMPRINT: Hollywood: Frederick's of Hollywood  
NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242  
MISCELLANEOUS: Issue ti.: The Glamour of Hollywood holidays is yours! : catalog no. 4601.
39. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood, employer for hire.  
CLASS: TX (Textual Works)  
REGISTRATION DATE: December 2, 1985  
REGISTRATION NUMBER: TX-1-733-066  
ISSUE: Vol. 40, issue no. 298  
PUBLICATION DATE: January 18, 1985  
NEW MATTER: additions and compilation  
PUB FREQUENCY: Other  
IMPRINT: Hollywood: Frederick's of Hollywood  
NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242  
MISCELLANEOUS: Issue ti.: Sizzling sexy.
40. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood, employer for hire.  
CLASS: TX (Textual Works)  
REGISTRATION DATE: December 2, 1985  
REGISTRATION NUMBER: TX-1-713-998  
ISSUE: Vol. 42, issue no. 301  
PUBLICATION DATE: June 10, 1985  
NEW MATTER: additions and compilation

- PUB FREQUENCY: Other  
 ISSN NUMBER: 0162-0401 = Frets  
 NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242  
 MISCELLANEOUS: Issue ti.: Sale-a-brate : catalog no. 5401.
41. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a Frederick's of Hollywood,  
 employer for hire.  
 CLASS: TX (Textual Works)  
 REGISTRATION DATE: May 30, 1986  
 REGISTRATION NUMBER: TX-1-846-894  
 ISSUE: Vol. 47, no. 310  
 PUBLICATION DATE: December 9, 1985  
 NEW MATTER: additions and compilation  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood  
 NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242
42. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a Frederick's of Hollywood,  
 employer for hire.  
 CLASS: TX (Textual Works)  
 REGISTRATION DATE: May 30;1986  
 REGISTRATION NUMBER: TX-1-838-969  
 ISSUE: Vol. 48, issue no. 311  
 PUBLICATION DATE: January 20, 1986  
 NEW MATTER: additions and compilation  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood  
 ISSN NUMBER: 0162-0401 = Frets  
 NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242 Issue  
 ti.: The Best kept secrets of sex appeal.
43. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a Frederick's of Hollywood,  
 employer for hire.  
 CLASS: TX (Textual Works)  
 REGISTRATION DATE: December 4, 1978  
 REGISTRATION NUMBER: TX-485-679  
 ISSUE: Vol. 32, issue no. 224  
 PUBLICATION DATE: August 1, 1978  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood  
 NOTES: Frequency unknown. Description based on: Vol. 32, issue no. 217,  
 December 5, 1977.  
 MISCELLANEOUS: Issue ti.: Action! Take, love! thrills! ecstasy! (C.O. corres.)
44. APPLICATION TITLE: Break out . . . the news . now!  
 APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood,  
 employer for hire.  
 CLASS: TX (Textual Works)  
 REGISTRATION DATE: October 5, 1979  
 REGISTRATION NUMBER: TX-396-541  
 ISSUE: Vol. 33, issue no. 231  
 ISSUE DATE: July 10, 1979  
 PUBLICATION DATE: April 11, 1979  
 NEW MATTER: photos and artwork  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood

- ISSN NUMBER: 0162-0401 = Frets  
 NOTES: Frequency unknown. Description based on: Vol. 32, issue no. 217, December 5, 1977.  
 MISCELLANEOUS: (C.O. corres.)
45. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood, employer for hire.  
 CLASS: TX (Textual Works)  
 REGISTRATION DATE: November 30, 1979  
 REGISTRATION NUMBER: TX-419-642  
 ISSUE: Vol. 33, issue no. 237  
 PUBLICATION DATE: September 21, 1979  
 NEW MATTER: photos and artwork  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood  
 ISSN NUMBER: 0162-0401 = Frets  
 NOTES: Frequency unknown. Description based on: Vol. 32, issue no. 217, December 5, 1977.  
 MISCELLANEOUS: Issue ti.: Frederick's special report, how to do it for the holidays. (C.O. corres.)
46. CLASS: TX (Textual Works)  
 REGISTRATION DATE: July 16, 1980  
 REGISTRATION NUMBER: TX-509-248  
 ISSUE: Vol. 34, issue no. 239  
 PUBLICATION DATE: December 5, 1979  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood  
 NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242  
 MISCELLANEOUS: Issue ti.: Better buy now! : Sale, more for less.
47. CLASS: TX (Textual Works)  
 REGISTRATION DATE: July 18, 1980  
 REGISTRATION NUMBER: TX-511-877  
 ISSUE: Vol. 34, issue no. 240  
 PUBLICATION DATE: January 21, 1980  
 NEW MATTER: photos and artwork  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood  
 ISSN NUMBER: 0162-0401 = Frets  
 NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242  
 MISCELLANEOUS: Issue ti.: Summer love : how to get it by spring.
48. CLASS: TX (Textual Works)  
 REGISTRATION DATE: December 29, 1980  
 REGISTRATION NUMBER: TX-646-970  
 ISSUE: Vol. 34, issue no. 248  
 PUBLICATION DATE: September 23, 1980  
 PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood  
 NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242  
 MISCELLANEOUS: Issue ti.: Follow me, surrender to Frederick's.
49. CLASS: TX (Textual Works)  
 REGISTRATION DATE: March 5, 1981  
 REGISTRATION NUMBER: TX-641-660



- ISSUE: Vol. 35, issue no. 251  
PUBLICATION DATE: January 23, 1981  
NEW MATTER: photos and artwork  
PUB FREQUENCY: Other  
IMPRINT: Hollywood: Frederick's of Hollywood  
ISSN NUMBER: 0162-0401 = Frets  
NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242  
MISCELLANEOUS: Issue ti.: I've got my man! You deserve yours!
50. CLASS: TX (Textual Works)  
REGISTRATION DATE: June 8, 1981  
REGISTRATION NUMBER: TX-707-738  
ISSUE: Vol. 35, issue no. 253  
PUBLICATION DATE: June 5, 1981  
NEW MATTER: photos and artwork  
PUB FREQUENCY: Other  
IMPRINT: Hollywood: Frederick's of Hollywood  
ISSN NUMBER: 0162-0401 = Frets  
NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242  
MISCELLANEOUS: Issue ti.: Show off now!
51. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood,  
employer for hire.  
CLASS: TX (Textual Works)  
REGISTRATION DATE: October 22, 1981  
REGISTRATION NUMBER: TX-852-256  
ISSUE: Vol. 35, issue no. 255  
PUBLICATION DATE: June 5, 1981  
NEW MATTER: additions and compilation  
PUB FREQUENCY: Other  
IMPRINT: Hollywood: Frederick's of Hollywood  
NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242  
MISCELLANEOUS: (C.O. corres.)
52. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood,  
employer for hire.  
CLASS: TX (Textual Works)  
REGISTRATION DATE: March 17, 1982  
REGISTRATION NUMBER: TX-895-688  
ISSUE: Vol. 35, issue no. 257  
PUBLICATION DATE: August 1, 1981  
NEW MATTER: additions and compilation  
PUB FREQUENCY: Other  
IMPRINT: Hollywood: Frederick's of Hollywood  
ISSN NUMBER: 0162-0401 = Frets  
NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242  
MISCELLANEOUS: Issue ti.: Just imagine, a new sexier you! (C.O. corres.)
53. APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood,  
employer for hire.  
CLASS: TX (Textual Works)  
REGISTRATION DATE: March 17, 1982  
REGISTRATION NUMBER: TX-872-313  
ISSUE: Vol. 35, issue no. 259  
PUBLICATION DATE: September 15, 1981  
NEW MATTER: additions and compilation

- PUB FREQUENCY: Other  
 IMPRINT: Hollywood: Frederick's of Hollywood  
 ISSN NUMBER: 0162-0401 = Frets  
 NOTES: Frequency unknown. Description based on: Vol. 34, issue no. 242  
 MISCELLANEOUS: Issue ti.: Don't miss it.
54. PARTY OF THE FIRST: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood.  
 PARTY OF THE SECOND: Crédit Agricole Indosuez  
 DOCUMENT TYPE: Assignment of Copyright  
 REGISTRATION DATE: 1990  
 EXECUTED: September 29, 1997  
 RECORDED DATE: October 9, 1997  
 NOTES: Frederick's of Hollywood: grab bag special sale (catalog) and 131 other titles. Subsidiary intellectual property security agreement.  
 MICROFILM: V003405 P125
55. APPLICATION TIME: Intimate details by Frederick's of Hollywood.  
 APPLICATION AUTHOR: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood.  
 CLASS: TX (Textual Works)  
 REGISTRATION DATE: October 24, 1990  
 ISSUE: Vol. 1, issue no. 1  
 PUBLICATION DATE: September 19, 1990  
 NEW MATTER: additions and compilation  
 PUB FREQUENCY: Other  
 NOTES: Frequency unknown.
56. OWNER: Private Moments, Inc.  
 APPLICATION AUTHOR: New textual and pictorial material; Private Moments, employer for hire.  
 CLASS: TX (Textual Works)  
 RETRIEVAL CODE: B (Monographic Works of a Non-dramatic Literary Nature)  
 STATUS: Registered  
 REGISTRATION DATE: September 23, 1982  
 REGISTRATION NUMBER: TX-1-085-885  
 PUBLICATION DATE: September 17, 1982  
 NEW MATTER: "new textual and pictorial material."  
 REGISTRATION DEPOSIT: 23 p.  
 IMPRINT: Los Angeles: Private Moments, c1982.  
 MISCELLANEOUS: C.O. corres.
57. CLASS: TX (Textual Works)  
 RETRIEVAL CODE: B (Monographic Works of a Non-dramatic Literary Nature)  
 STATUS: Registered  
 REGISTRATION DATE: June 1, 1987  
 PUBLICATION DATE: February 23, 1987  
 NEW MATTER: additions and compilation
58. PARTY OF THE FIRST: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood.  
 PARTY OF THE SECOND: Hollywood Mail Order Corporation d.b.a. Frederick's of Hollywood  
 DOCUMENT TYPE: Assignment of Copyright  
 REGISTRATION DATE: 1987  
 EXECUTED: September 29, 1997  
 RECORDED DATE: October 9, 1997  
 NOTES: Frederick's of Hollywood: grab bag special sale (catalog) and 131 other titles. Subsidiary intellectual property security agreement.  
 MICROFILM: V003405 P125