

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Michael Fichera		06/04/2012	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Victoria's Secret Stores Brand Management, Inc.		
Street Address:	Three Limited Parkway		
City:	Reynoldsburg		
State/Country:	OHIO		
Postal Code:	43068		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3974786	UNFORGETTABLE	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-884-3479		
Email:	mrocha@limitedbrands.com		
Correspondent Name:	Maria J. Rocha		
Address Line 1:	666 Fifth Avenue		
Address Line 2:	4th Floor		
Address Line 4:	New York, NEW YORK 10103		
NAME OF SUBMITTER:	Maria J. Rocha		
Signature:	/mjr/		
Date:	06/21/2012		
Total Attachments: 1 source=Unforgettable Trademark Assignment#page1.tif			

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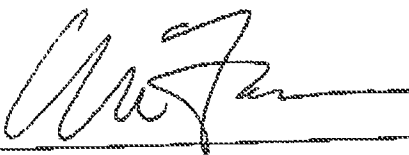
Trademark Assignment

Whereas, Michael Fichera (Assignor), an individual with a business address of 76 Mercantile Way, Suite 310, Ladera Ranch, California 92694, has adopted, is using and is the owner of the trademark UNFORGETTABLE (the Mark), registered in the United States Patent and Trademark Office as Reg. No. 3,974,786;

Whereas, Victoria's Secret Stores Brand Management, Inc. (Assignee), a Delaware corporation located at Three Limited Parkway, Reynoldsburg, Ohio 43068, is desirous of acquiring the Mark and registration;

Now, therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee (and its successors in interest), all right, title and interest in and to the Mark, together with the goodwill symbolized by the Mark and registration thereof, all common law and other rights in the Mark, and all claims and causes of action of any kind that Assignor may have for infringement of the Mark.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, does hereby execute this assignment to take effect on June 4, 2012.



Michael Fichera