

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| SUBMISSION TYPE: | CORRECTIVE ASSIGNMENT | | | | | | | | | | | | | | | | | |
|--|--|---------------------|---------------------|---------------|----------|----------------|----------------------|----------------|---------------------|----------------------|---------------------|----------|----------------------|---------|----------|----------------------|---------|---------------|
| NATURE OF CONVEYANCE: | Corrective Assignment to correct the Owner/Registrant erroneously entered into ETAS as LA SENZA CORPORATION (3209893). previously recorded on Reel 003775 Frame 567. Assignor(s) hereby confirms the Change of Corporate Name dated 16-Feb-2007 reflects name change from LA SENZA, INC. to LA SENZA CORPORATION.. | | | | | | | | | | | | | | | | | |
| CONVEYING PARTY DATA | | | | | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>La Senza, Inc.</td> <td></td> <td>02/16/2007</td> <td>CORPORATION: CANADA</td> </tr> </tbody> </table> | | | | Name | Formerly | Execution Date | Entity Type | La Senza, Inc. | | 02/16/2007 | CORPORATION: CANADA | | | | | | | |
| Name | Formerly | Execution Date | Entity Type | | | | | | | | | | | | | | | |
| La Senza, Inc. | | 02/16/2007 | CORPORATION: CANADA | | | | | | | | | | | | | | | |
| RECEIVING PARTY DATA | | | | | | | | | | | | | | | | | | |
| Name: | La Senza Corporatin | | | | | | | | | | | | | | | | | |
| Street Address: | 1608 St. Regis Blvd. | | | | | | | | | | | | | | | | | |
| City: | Dorval, Quebec | | | | | | | | | | | | | | | | | |
| State/Country: | CANADA | | | | | | | | | | | | | | | | | |
| Postal Code: | H9P 1H6 | | | | | | | | | | | | | | | | | |
| Entity Type: | CORPORATION: CANADA | | | | | | | | | | | | | | | | | |
| PROPERTY NUMBERS Total: 4 | | | | | | | | | | | | | | | | | | |
| <table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>3576271</td> <td>LA SENZA TECHNOLITE</td> </tr> <tr> <td>Registration Number:</td> <td>1800379</td> <td>LA SENZA</td> </tr> <tr> <td>Registration Number:</td> <td>1994349</td> <td>LA SENZA</td> </tr> <tr> <td>Registration Number:</td> <td>3600699</td> <td>LOVE LA SENZA</td> </tr> </tbody> </table> | | | | Property Type | Number | Word Mark | Registration Number: | 3576271 | LA SENZA TECHNOLITE | Registration Number: | 1800379 | LA SENZA | Registration Number: | 1994349 | LA SENZA | Registration Number: | 3600699 | LOVE LA SENZA |
| Property Type | Number | Word Mark | | | | | | | | | | | | | | | | |
| Registration Number: | 3576271 | LA SENZA TECHNOLITE | | | | | | | | | | | | | | | | |
| Registration Number: | 1800379 | LA SENZA | | | | | | | | | | | | | | | | |
| Registration Number: | 1994349 | LA SENZA | | | | | | | | | | | | | | | | |
| Registration Number: | 3600699 | LOVE LA SENZA | | | | | | | | | | | | | | | | |
| 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: | 614-415-7928 | | | | | | | | | | | | | | | | | |
| Email: | kreidenbach@limitedbrands.com | | | | | | | | | | | | | | | | | |
| Correspondent Name: | Kelly Reidenbach | | | | | | | | | | | | | | | | | |
| Address Line 1: | Three Limited Parkway | | | | | | | | | | | | | | | | | |
| Address Line 4: | Columbus, OHIO 43230 | | | | | | | | | | | | | | | | | |

CH \$115.00 3576271

DOMESTIC REPRESENTATIVE

Name: Kelly Reidenbach
Address Line 1: Three Limited Parkway
Address Line 4: Columbus, OHIO 43230

| | |
|--|------------------|
| NAME OF SUBMITTER: | Kelly Reidenbach |
| Signature: | /kjr/ |
| Date: | 05/07/2013 |
| Total Attachments: 3 source=La Senza Corporation Change of Name#page1.tif source=La Senza Corporation Change of Name#page2.tif source=La Senza Corporation Change of Name#page3.tif | |

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

| | |
|-----------------------|----------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | CHANGE OF NAME |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|------------------------------|----------|----------------|---|
| La Senza, Inc. (No. 3209893) | | 02/16/2007 | Corporation under the Nova Scotia Companies Act: CANADA |

RECEIVING PARTY DATA

| | |
|-----------------|---|
| Name: | La Senza Corporation (3209893) |
| Street Address: | 1608 St. Regis Blvd. |
| City: | Dorval, Quebec |
| State/Country: | CANADA |
| Postal Code: | H9P 1H6 |
| Entity Type: | Corporation under the Nova Scotia Companies Act: CANADA |

PROPERTY NUMBERS Total: 14

| Property Type | Number | Word Mark |
|----------------------|----------|---------------------------------|
| Serial Number: | 78943351 | LA SENZA TECHNOLITE |
| Serial Number: | 76633546 | LOVE LA SENZA |
| Registration Number: | 3167158 | LA SENZA SPIRIT |
| Registration Number: | 3147212 | LA SENZA CANDY |
| Registration Number: | 3143895 | LA SENZA'S 4-WAY PUSH UP BRA |
| Registration Number: | 3085856 | LA SENZA LINGERIE |
| Registration Number: | 3085799 | LA SENZA |
| Registration Number: | 3043189 | LA SENZA HYDRA LIFT |
| Registration Number: | 2936618 | LA SENZA AIR LIFT |
| Registration Number: | 2606910 | LA SENZA BODYWEAR |
| Registration Number: | 2614315 | LA SENZA ULTRA-LIFT/ULTRA-BUSTE |
| Registration Number: | 2781085 | LA SENZA GIRL |
| Registration Number: | 1994349 | LA SENZA |

OP \$365.00 78943351

900106254

TRADEMARK
 REEL: 003775 FRAME: 0567
 REEL: 005022 FRAME: 0676

CHANGE OF CORPORATE NAME

WHEREAS La Senza Inc. (Registry No. 3209893), whose principal place of business is 1608 St. Regis Blvd., Dorval, Quebec, Canada, H9P 1H6, is the owner of the trademarks specified in Schedule "A" hereto;

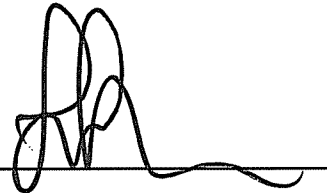
WHEREAS on February 16, 2007, the corporate name of La Senza Inc. was changed to La Senza Corporation, whose principal place of business is situated at 1608 St. Regis Blvd., Dorval, Quebec, Canada, H9P 1H6;

WHEREFORE La Senza Corporation hereby requests that the aforesaid change of corporate name be recorded at the United States Patent and Trademark Office against all of the trademarks specified in Schedule "A" hereto.

EXECUTED AT DORVAL, QUEBEC, as of February 16th, 2007.

LA SENZA CORPORATION

PER: _____



Registration Number:

1800379

LA SENZA

CORRESPONDENCE DATA

Fax Number: (202)393-5350

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

Phone: 2026386666

Email: trademark@jhip.com, smoskowitz@jhip.com

Correspondent Name: Simor L. Moskowitz

Address Line 1: 400 7th Street, NW

Address Line 2: 6th Floor

Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

ATTORNEY DOCKET NUMBER:

G01432/ASSIGN4

DOMESTIC REPRESENTATIVE

Name: Simor L. Moskowitz

Address Line 1: 400 7th Street, NW

Address Line 2: 6th Floor

Address Line 4: Washington, DISTRICT OF COLUMBIA 20004

NAME OF SUBMITTER:

Simor L. Moskowitz

Signature:

/Simor L. Moskowitz/

Date:

05/09/2008

Total Attachments: 3

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TRADEMARK

REEL: 005022 FRAME: 0568

REEL: 005022 FRAME: 0678

SCHEDULE "A"

| TRADEMARK | REGISTRATION/APPLICATION NO. |
|---------------------------------|-------------------------------------|
| LA SENZA TECHNOLITE | 78/943,351 |
| FOREVER SEAMLESS | 76/550,279 |
| LA SENZA SPIRIT | 3,167,158 |
| LA SENZA CANDY | 3,147,212 |
| LA SENZA'S 4-WAY PUSH UP BRA | 3,143,895 |
| LOVE LA SENZA | 76/633,546 |
| LA SENZA LINGERIE | 3,085,856 |
| LA SENZA | 3,085,799 |
| LA SENZA HYDRA LIFT | 3,043,189 |
| LA SENZA AIR LIFT | 2,936,618 |
| LA SENZA BODYWEAR | 2,606,910 |
| LA SENZA ULTRA-LIFT/ULTRA-BUSTE | 2,614,315 |
| LA SENZA GIRL | 2,781,085 |
| SILK & SATIN | 2,396,641 |
| LA SENZA | 1,994,349 |
| LA SENZA | 1,800,379 |



Nova Scotia

CERTIFICATE OF NAME CHANGE

Companies Act

Registry Number

3209893

Name of Company

LA SENZA INC.

I hereby certify that the above-mentioned company has with approval of the Registrar of Joint Stock Companies changed its name to:

LA SENZA CORPORATION

A handwritten signature in black ink, appearing to be "M. J. [unclear]".

Registrar of Joint Stock Companies

February 16, 2007.

Date of Name Change