

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM354418

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Bath & Body Works, Inc.		08/27/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Bath & Body Works Brand Management, Inc.		
Street Address:	7 Limited Parkway		
City:	Reynoldsburg		
State/Country:	OHIO		
Postal Code:	43068		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3589017	NIACYL	
Registration Number:	3593038	WHAT'S YOUR SKIN CONCERN?	
Registration Number:	3655926	DERMOCRACY	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	sdildine@lb.com		
Correspondent Name:	Stacy Dildine		
Address Line 1:	7 Limited Parkway		
Address Line 4:	Reynoldsburg, OHIO 43068		
ATTORNEY DOCKET NUMBER:	WEXLERMARKS TO BBWBMI		
NAME OF SUBMITTER:	Stacy Dildine		
SIGNATURE:	/Stacy Dildine/		
DATE SIGNED:	09/09/2015		
Total Attachments: 2			
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source=TM Assignment_Wexler Marks_BBW Inc to BBWBMI_Executed#page2.tif			

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ASSIGNMENT

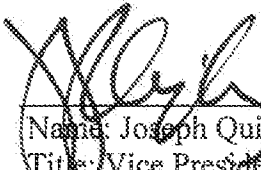
**Bath & Body Works, Inc.
TO
Bath & Body Works Brand Management, Inc.**

WHEREAS, Bath & Body Works, Inc., a Delaware corporation, located at 7 Limited Parkway East, Reynoldsburg, Ohio 43068 ("Assignor"), is the owner of the United States pending application Serial No(s). and Registration No(s). (collectively referred to as the "Marks") attached hereto as Exhibit A, and

WHEREAS, Bath & Body Works Brand Management, Inc., a Delaware corporation, located at 7 Limited Parkway, Reynoldsburg, Ohio 43068 ("Assignee"), is desirous of acquiring all title, right and interest in and to said Marks together with the good will of the business and confirmation of the same;

NOW, THEREFORE, Assignor, for consideration the sufficiency of which is acknowledged by the parties, does hereby, without reservation assign unto Assignee, and confirm assignment unto Assignee all right, title and interest in and to the Marks, together with the good will appurtenant thereto.

Bath & Body Works, Inc.

By: 
Name: Joseph Quigley
Title: Vice President, Intellectual Property

Date: 27 August 2015

ASSIGNMENT

Bath & Body Works, Inc.
TO
Bath & Body Works Brand Management, Inc.

EXHIBIT A

Mark Name	Serial No.	Registration No.
DERMOCRACY	78662505	3655926
NIACYL	78662576	3589017
WHAT'S YOUR SKIN CONCERN?	78662516	3593038