

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM371983

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Parfums de Coeur, Ltd.		01/31/2016	CORPORATION: CONNECTICUT
RECEIVING PARTY DATA			
Name:	Bath & Body Works Brand Management, Inc.		
Street Address:	Seven 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:	4423000	A LITTLE MAGIC	
CORRESPONDENCE DATA			
Fax Number:	3126165700		
<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>			
Phone:	(312) 616-5600		
Email:	trademark@leydig.com		
Correspondent Name:	Kevin C. Parks		
Address Line 1:	Two Prudential Plaza, 180 N. Stetson Ave		
Address Line 2:	Suite 4900		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	277489		
NAME OF SUBMITTER:	Kevin C. Parks		
SIGNATURE:	/Kevin C. Parks/		
DATE SIGNED:	02/02/2016		
Total Attachments: 2			
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ASSIGNMENT OF TRADEMARKS

WHEREAS, Parfums de Coeur, Ltd., a Connecticut corporation, with offices at 6 High Ridge Park, Floor C2, Stamford, CT 06905 ("Assignor"), is the owner of the trademark A LITTLE MAGIC, which is the subject of United States Patent & Trademark Office Registration No. 4,423,000, common law rights, and goodwill (the "Mark");

WHEREAS, by this Trademark Assignment, Assignor desires to quitclaim and transfer to Bath & Body Works Brand Management, Inc., having its offices at Seven Limited Parkway, Reynoldsburg, Ohio, 43068 ("Assignee"), all of its rights and interests in the Mark and common law rights and goodwill, as set forth more fully in the Intellectual Property Assignment Agreement entered into between Assignor and Assignee concurrently herewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby irrevocably assigns, transfers, and conveys to Assignee, and Assignee hereby accepts:

All right, title, and interest in and to the Mark worldwide (including, without limitation, all applications and registrations resulting therefrom and all renewals and extensions thereof), together with the worldwide goodwill of the business associated with or symbolized by the Mark, including all common law, goodwill, statutory, and other rights owned by Assignor in the Mark, including, without limitation, designs or logos incorporating the mark or used in association with the mark, and publications including the mark, with the right to recover for damages and profits and all other remedies for past infringements thereof, to have and to hold for Assignee's own use and benefit and the benefit of Assignee's successors, assigns, or legal representatives.

Assignor hereby agrees to execute any documents and to do any other acts as may be reasonably required to further effectuate the assignment of its interest in the Mark to Assignee. Assignor appoints Assignee as its attorney-in-fact, with full power of substitution and delegation, to execute any and all such documents and do any and all such other acts in order to effectuate the assignment set forth in this document, and to record the assignment with the United States Patent & Trademark Office or other relevant governmental authority.

IN WITNESS WHEREOF, Assignor and Assignee have executed this Assignment effective as of January 31, 2016.

[SIGNATURES ON NEXT PAGE]

Assignor

Date: January 25, 2016

By: JS Stammer
Name: James V. Stammer
Title: President, Parfums de Coeur, Ltd.

Assignee

Date: 25 January 2016

By: [Signature]
Name: Joseph D. Bigley, Esq.
Title: Vice President - Intellectual Property;
L Brands, Inc.