

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM514026

<b>SUBMISSION TYPE:</b>	RESUBMISSION
<b>NATURE OF CONVEYANCE:</b>	NUNC PRO TUNC ASSIGNMENT
<b>EFFECTIVE DATE:</b>	01/06/2019
<b>RESUBMIT DOCUMENT ID:</b>	900486059

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
La Senza Corporation		02/19/2019	Corporation: CANADA

## RECEIVING PARTY DATA

<b>Name:</b>	La Senza International, LLC
<b>Street Address:</b>	9720 Wilshire Boulevard
<b>Internal Address:</b>	6th Floor
<b>City:</b>	Beverly Hills
<b>State/Country:</b>	CALIFORNIA
<b>Postal Code:</b>	90212
<b>Entity Type:</b>	Limited Liability Company: DELAWARE

## PROPERTY NUMBERS Total: 46

Property Type	Number	Word Mark
Registration Number:	5091960	BERRY BOMB
Registration Number:	4298802	BERRY SASSY
Registration Number:	4441199	BEYOND SEXY
Registration Number:	5074099	CANDY BLUSH
Serial Number:	87152216	GET YOUR GAME ON
Registration Number:	4565599	GLITTERATI
Serial Number:	86895819	HEAT RAVE
Registration Number:	4522085	HELLO SUGAR
Registration Number:	4286371	HELLO SUGAR
Serial Number:	87268039	HELLO SUGAR!
Registration Number:	4521493	ITEC
Registration Number:	5091961	JUST BEACHY
Registration Number:	4298419	KISS ME, CUPCAKE!
Registration Number:	1800379	LA SENZA
Registration Number:	1994349	LA SENZA
Registration Number:	4496305	LA SENZA

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	87152236	LA SENZA 24 SEXY
Serial Number:	87262140	LA SENZA BEYOND SEXY
Registration Number:	4292608	LA SENZA BODY KISS
Registration Number:	4637427	LA SENZA BODY KISS
Serial Number:	87669027	LA SENZA CLEAVAGE ENHANCER
Registration Number:	5601672	LA SENZA DIVA
Serial Number:	87152228	LA SENZA FIERCE
Registration Number:	3085856	LA SENZA LINGERIE
Serial Number:	87152222	LA SENZA NOTORIOUS
Registration Number:	5492433	LA SENZA OBSESSION
Serial Number:	87585223	LA SENZA PRIVÉ
Serial Number:	87570397	LA SENZA SCANDALOUS
Registration Number:	4563045	LA SENZA SCANDALOUS
Serial Number:	86945801	LA SENZA SO FREE
Serial Number:	86945632	LA SENZA SO SEXY
Serial Number:	87152211	LA SENZA STREET SPORT
Registration Number:	5267162	LA SENZA THE CUSTOMIZER
Registration Number:	5267163	LA SENZA THE FAKER
Registration Number:	5091959	MELON CRUSH
Serial Number:	87479178	NEON CRUSH
Serial Number:	87035468	PRETTY SEXY
Serial Number:	87152189	RED HOT SEXY
Registration Number:	4384467	SEXY CANDY
Serial Number:	86945835	SEXY PIN UP
Serial Number:	86945822	SEXY TEASE
Serial Number:	87029590	SPARKLING CITRUS
Serial Number:	87029571	SWEET RED
Serial Number:	87029622	THE ALL-NIGHTER
Registration Number:	4548165	THE SHOW OFF
Registration Number:	5257464	TROPICAL ENVY

**CORRESPONDENCE DATA**

**Fax Number:**

*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.*

**Email:**

david.davis@bakermckenzie.com,  
colleen.brennan@bakermckenzie.com

**Correspondent Name:**

David J. Davis

**Address Line 1:**

300 East Randolph Street, Suite 5000

**Address Line 2:**

Baker & McKenzie LLP

**TRADEMARK**

**REEL: 006589 FRAME: 0436**

<b>Address Line 4:</b>	Chicago, ILLINOIS 60601
<b>ATTORNEY DOCKET NUMBER:</b>	10120096-50577750
<b>NAME OF SUBMITTER:</b>	David J. Davis
<b>SIGNATURE:</b>	/david j. davis/
<b>DATE SIGNED:</b>	03/13/2019
<b>Total Attachments: 7</b> source=Assignment confirmation receipt IDTM510614#page1.tif source=Assignment confirmation receipt IDTM510614#page2.tif source=Assignment confirmation receipt IDTM510614#page3.tif source=Notice of Non-Recordation 900486059#page1.tif source=LA SENZA - US Assignment signed#page1.tif source=LA SENZA - US Assignment signed#page2.tif source=LA SENZA - US Assignment signed#page3.tif	

UNITED STATES

DEED OF ASSIGNMENT

WHEREAS, La Senza Corporation (Assignor), a Canadian company, located at 900-1959 Upper Water Street, Halifax, Nova Scotia, Canada B3J3N2, is the owner of the trademarks shown on Schedule A hereto (hereinafter called "the trademarks") and

WHEREAS La Senza International, LLC (Assignee), a Delaware limited liability company located at 9720 Wilshire Boulevard, 6th Floor, Beverly Hills, CA 90212, is desirous of acquiring the trademarks and all common law rights therein; and

WHEREAS, Assignee is the successor to the ongoing and existing business of Assignor to which the marks pertain.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, La Senza Corporation hereby assigns to La Senza International, LLC all right, title and interest in and to the trademarks including all common law rights therein together with the goodwill of the business symbolized by the trademarks.

This assignment is made nunc pro tunc effective as of January 6, 2019.

DATED: February 19, 2019

LA SENZA CORPORATION

Nicolette Hudson

Name: Nicolette Hudson

Title: Assistant Secretary

UNITED STATES

SCHEDULE

TRADEMARK	APPLICATION NO.	APPLICATION DATE	REGISTRATION NO.	REGISTRATON DATE
BERRY BOMB	86572994	23-Mar-15	5091960	29-Nov-16
BERRY SASSY	85335282	1-Jun-11	4298802	5-Mar-13
BEYOND SEXY	85709920	22-Aug-12	4441199	26-Nov-13
CANDY BLUSH	86572966	23-Mar-15	5074099	1-Nov-16
GET YOUR GAME ON	87152216	26-Aug-16		
GLITTERATI	86067088	17-Sep-13	4565599	8-Jul-14
HEAT RAVE	86895819	3-Feb-16		
HELLO SUGAR	86124220	20-Nov-13	4522085	29-Apr-14
HELLO SUGAR	77103386	9-Feb-07	4286371	5-Feb-13
HELLO SUGAR!	87268039	14-Dec-16		
ITEC	86067071	17-Sep-13	4521493	29-Apr-14
JUST BEACHY	86573001	23-Mar-15	5091961	29-Nov-16
KISS ME, CUPCAKE!	77754643	8-Jun-09	4298419	5-Mar-13
LA SENZA	74121287	30-Nov-90	1800379	26-Oct-93
LA SENZA	74485107	1-Feb-94	1994349	20-Aug-96
LA SENZA	85980653	30-Aug-12	4496305	11-Mar-14
LA SENZA 24 SEXY	87152236	26-Aug-16		
LA SENZA BEYOND SEXY	87262140	8-Dec-16		
LA SENZA BODY KISS	77754627	8-Jun-09	4292608	19-Feb-13
LA SENZA BODY KISS	85193058	8-Dec-10	4637427	11-Nov-14
LA SENZA CLEAVAGE ENHANCER	87669027	2-Nov-17		
LA SENZA DIVA	86874157	13-Jan-16	5601672	6-Nov-18
LA SENZA FIERCE	87152228	26-Aug-16		
La Senza Lingerie	76549881	8-Oct-03	3085856	25-Apr-06
LA SENZA NOTORIOUS	87152222	26-Aug-16		
LA SENZA OBSESSION	86397430	17-Sep-14	5492433	12-Jun-18
LA SENZA PRIVÉ	87585223	27-Aug-17		
LA SENZA SCANDALOUS	87570397	15-Aug-17		
LA SENZA SCANDALOUS	86100185	24-Oct-13	4563045	8-Jul-14
LA SENZA SO FREE	86945801	18-Mar-16		
LA SENZA SO SEXY	86945632	18-Mar-16		

LA SENZA STREET SPORT	87152211	26-Aug-16		
LA SENZA THE CUSTOMIZER	87029636	9-May-16	5267162	15-Aug-17
LA SENZA THE FAKER	87029649	9-May-16	5267163	15-Aug-17
MELON CRUSH	86572944	23-Mar-15	5091959	29-Nov-16
NEON CRUSH	87479178	7-Jun-17		
PRETTY SEXY	87035468	12-May-16		
RED HOT SEXY	87152189	26-Aug-16		
SEXY CANDY	85343340	10-Jun-11	4384467	13-Aug-13
SEXY PIN UP	86945835	18-Mar-16		
SEXY TEASE	86945822	18-Mar-16		
SPARKLING CITRUS	87029590	9-May-16		
SWEET RED	87029571	9-May-16		
THE ALL-NIGHTER	87029622	9-May-16		
THE SHOW OFF	85605616	23-Apr-12	4548165	10-Jun-14
TROPICAL ENVY	87029559	9-May-16	5257464	1-Aug-17