

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM569518

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|-----------------------------------|--|----------------------------|--|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| La Senza International, LLC | | 03/30/2020 | Limited Liability Company: DELAWARE |
| RECEIVING PARTY DATA | | | |
| Name: | La Senza International Canada, LLC | | |
| Street Address: | 9720 Wilshire Boulevard | | |
| Internal Address: | 6th Floor | | |
| City: | Beverly Hills | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 90212 | | |
| Entity Type: | Limited Liability Company: DELAWARE | | |
| PROPERTY NUMBERS Total: 29 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 88585650 | HEAT RAVE | |
| Serial Number: | 88579065 | LA SENZA SWIM | |
| Registration Number: | 5091960 | BERRY BOMB | |
| Registration Number: | 4441199 | BEYOND SEXY | |
| Registration Number: | 5074099 | CANDY BLUSH | |
| Registration Number: | 4565599 | GLITTERATI | |
| Registration Number: | 4522085 | HELLO SUGAR | |
| Registration Number: | 4521493 | ITEC | |
| Registration Number: | 5091961 | JUST BEACHY | |
| Registration Number: | 4496305 | LA SENZA | |
| Registration Number: | 1800379 | LA SENZA | |
| Registration Number: | 1994349 | LA SENZA | |
| Registration Number: | 4637427 | LA SENZA BODY KISS | |
| Registration Number: | 5764511 | LA SENZA CLEAVAGE ENHANCER | |
| Registration Number: | 5601672 | LA SENZA DIVA | |
| Registration Number: | 3085856 | LA SENZA LINGERIE | |
| Registration Number: | 5492433 | LA SENZA OBSESSION | |
| Registration Number: | 4563045 | LA SENZA SCANDALOUS | |
| TRADEMARK | | | |

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| Property Type | Number | Word Mark |
|----------------------|---------|-------------------------|
| Registration Number: | 5795073 | LA SENZA SCANDALOUS |
| Registration Number: | 5813842 | LA SENZA SO FREE |
| Registration Number: | 5267162 | LA SENZA THE CUSTOMIZER |
| Registration Number: | 5267163 | LA SENZA THE FAKER |
| Registration Number: | 5091959 | MELON CRUSH |
| Registration Number: | 5751957 | NEON CRUSH |
| Registration Number: | 5930802 | RED HOT SEXY |
| Registration Number: | 5813844 | SEXY PIN UP |
| Registration Number: | 5813843 | SEXY TEASE |
| 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

Correspondent Name: David J. Davis

Address Line 1: 300 East Randolph Street, Suite 5000

Address Line 2: Baker & McKenzie LLP

Address Line 4: Chicago, ILLINOIS 60601

| | |
|---------------------------|------------------|
| NAME OF SUBMITTER: | David J. Davis |
| SIGNATURE: | /david j. davis/ |
| DATE SIGNED: | 03/30/2020 |

Total Attachments: 3

source=_US_Assignment_from_La_Senza_International__LLC_to_La_Senza_International_Canada__LLC#page1.tf

source=_US_Assignment_from_La_Senza_International__LLC_to_La_Senza_International_Canada__LLC#page2.tf

source=_US_Assignment_from_La_Senza_International__LLC_to_La_Senza_International_Canada__LLC#page3.tf

UNITED STATES

DEED OF ASSIGNMENT

WHEREAS, La Senza International, LLC (Assignor), a Delaware company, located at 9720 Wilshire Boulevard, 6th Floor, Beverly Hills, California 90212, is the owner of the trademarks shown on Schedule A hereto (hereinafter called "the trademarks") and

WHEREAS La Senza International Canada, LLC (Assignee), a Delaware company located at 9720 Wilshire Boulevard, 6th Floor, Beverly Hills, California 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 International, LLC hereby assigns to La Senza International Canada, 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.

DATED: 3/30/2020

LA SENZA INTERNATIONAL, LLC



Name: Michael Reinstein
Title: Authorized Signatory

TRADEMARK
REEL: 006902 FRAME: 0647

UNITED STATES

SCHEDULE

PENDING APPLICATIONS

| TRADEMARK | APPLICATION NO | REGISTRATION NO |
|---------------|----------------|-----------------|
| HEAT RAVE | 88585650 | |
| LA SENZA SWIM | 88579065 | |

REGISTRATIONS

| TRADEMARK | APPLICATION NO | REGISTRATION NO |
|----------------------------|----------------|-----------------|
| BERRY BOMB | 86572994 | 5091960 |
| BEYOND SEXY | 85709920 | 4441199 |
| CANDY BLUSH | 86572966 | 5074099 |
| GLITTERATI | 86067088 | 4565599 |
| HELLO SUGAR | 86124220 | 4522085 |
| ITEC | 86067071 | 4521493 |
| JUST BEACHY | 86573001 | 5091961 |
| LA SENZA | 85980653 | 4496305 |
| LA SENZA | 74121287 | 1800379 |
| LA SENZA | 74485107 | 1994349 |
| LA SENZA BODY KISS | 85193058 | 4637427 |
| LA SENZA CLEAVAGE ENHANCER | 87669027 | 5764511 |
| LA SENZA DIVA | 86874157 | 5601672 |
| LA SENZA LINGERIE | 76549881 | 3085856 |
| LA SENZA OBSESSION | 86397430 | 5492433 |
| LA SENZA SCANDALOUS | 86100185 | 4563045 |
| LA SENZA SCANDALOUS | 87570397 | 5795073 |
| LA SENZA SO FREE | 86945801 | 5813842 |
| LA SENZA THE CUSTOMIZER | 87029636 | 5267162 |
| LA SENZA THE FAKER | 87029649 | 5267163 |
| MELON CRUSH | 86572944 | 5091959 |
| NEON CRUSH | 87479178 | 5751957 |

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|---------------|----------|---------|
| RED HOT SEXY | 88394335 | 5930802 |
| SEXY PIN UP | 86945835 | 5813844 |
| SEXY TEASE | 86945822 | 5813843 |
| THE SHOW OFF | 85605616 | 4548165 |
| TROPICAL ENVY | 87029559 | 5257464 |