

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM619839

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Yvonne L Rodriguez		12/31/2019	INDIVIDUAL: UNITED STATES
David D Rodriguez		12/31/2019	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Victoria's Secret Stores Brand Management, Inc.		
Street Address:	Four 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:	5984581	PINK SOCIETY	
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>			
Phone:	614-415-7298		
Email:	VSSBMIP@victoria.com		
Correspondent Name:	VS - Legal Services, IP Team		
Address Line 1:	Three Limited Parkway		
Address Line 4:	Columbus, OHIO 43230		
NAME OF SUBMITTER:	Dionne Strange		
SIGNATURE:	/Dionne Strange/		
DATE SIGNED:	01/12/2021		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS, David Rodriguez and Yvonne Rodriguez, individuals residing at 11549 White Cliffs Avenue, Las Vegas, Nevada 89138, and business entities owned or controlled by, or affiliated with them, including Pink Society, LLC (together "Assignor"), has adopted and used the trademark "PINK Society" and has filed United States Trademark Application Serial No. 86/496733 for registration thereof (the "Mark");

WHEREAS, Victoria's Secret Stores Brand Management, Inc., a Delaware corporation with a place of business at Four Limited Parkway, Reynoldsburg, Ohio 43068 is desirous of acquiring the Mark;

NOW, THEREFORE, for good and valuable consideration set forth in the Settlement Agreement executed between Victoria's Secret and Assignor contemporaneously herewith, the receipt of which is acknowledged as per the aforementioned Settlement Agreement, Assignor hereby assigns to Assignee, and its successors in interest, all right, title and interest in and to the Mark, together with the goodwill symbolized by the Marks, all registrations thereof, and including all common law and other rights in the Mark, all claims, demands and causes of action, both at law and in equity, that Assignor may have, or may hereinafter acquire, an account of any infringement of the Mark prior to the date hereof, and does empower Assignee, and its successors in interest, to sue for and collect the same, to its and their own and absolute use.

IN WITNESS WHEREOF, the undersigned, being duly authorized and acting on behalf of Assignor, do hereby execute this assignment to take effect on the 31st day of December, 2019.

David Rodriguez

Yvonne Rodriguez