

12-01-2003

Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings



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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): C.O. Bigelow Chemists, Inc. Association Corporation-State New York

2. Name and address of receiving party(ies) Name: Bigelow Merchandising, LLC Internal Address: Street Address: Three Limited Parkway City: Columbus State: OH Zip: 43230

3. Nature of conveyance: Assignment Merger Security Agreement Change of Name Other Execution Date: October 24, 2003

4. Application number(s) or registration number(s): A. Trademark Application No(s) 76/523, 919, 76/523,909, 76/523, 912, 76/523, 905, 76/523, 901

B. Trademark Registration No(s) 2,365,803, 2,460,091 Additional number(s) attached

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Ms. Lori Slawinski Internal Address: Bath & Body Works, Inc. Street Address: Seven Limited Parkway East City: Reynoldsburg State: Ohio Zip: 43068

6. Total number of applications and registrations involved: 7 7. Total fee (37 CFR 3.41): \$ 190.00 Enclosed Authorized to be charged to deposit account 8. Deposit account number: 20-0050

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9. Statement and signature. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Ian J. Ginsberg Name of Person Signing

Signature Date October 24, 2003

Total number of pages including cover sheet, attachments, and document: 5

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK REEL: 002871 FRAME: 0252

ASSIGNMENT

ASSIGNMENT OF TRADEMARKS (the "Assignment") made as of October 24, 2003, by C.O. Bigelow Chemists, Inc, a New York corporation, having its principal place of business at 414 Sixth Avenue, New York, New York, 10011 ("Assignor") to Bigelow Merchandising, LLC, a Delaware limited liability company, having its principal offices and place of business at Three Limited Parkway, Columbus, Ohio 43230 ("Assignee").

WHEREAS, Assignor, Assignee, Ian J. Ginsberg, Limited Brands, Inc. and MA Holdings, Inc. have entered into a contribution agreement (the "Contribution Agreement") dated as of the hereof, providing for the execution and delivery of this Assignment by Assignor to Assignee (capitalized terms used herein without definition shall have the meanings set forth in the Contribution Agreement);

WHEREAS, Assignor has adopted, used and is using the marks set forth on Schedule 1 hereto and incorporated by reference herein, which are registered in, or for which application for registration has been filed in, the United States Patent and Trademark Office, and other Trademarks;

WHEREAS, Assignor is duly authorized to transfer, assign and deliver to Assignee all of Assignor's right, title and interest in and to certain of Assignor's Trademarks as provided by the Contribution Agreement, including but not limited to those Trademarks listed on Schedule 1 hereto and incorporated by reference herein and any registrations or applications for registration thereof (collectively, the "Assigned Marks"); and

WHEREAS, Assignee desires to purchase or acquire all of Assignor's right, title and interest in and to the Assigned Marks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby transfers, assigns and delivers unto Assignee all right, title and interest of Assignor in and to the Assigned Marks, together with that part of the goodwill of the business connected with the use of and symbolized by the Assigned Marks.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be duly executed as of the date first written above.

C.O. BIGELOW CHEMISTS, INC.

By:  _____

Name:

Title:

SCHEDULE 1

BIGELOW TRADEMARKS

UNITED STATES

<u>Mark</u>	<u>Application/Registration No.</u>
C.O. BIGELOW	Registration No. 2,365,803
C.O. BIGELOW	Registration No. 2,460,091
BIGELOW	Serial No. 76/523,919
BIGELOW CHEMISTS	Serial No. 76/523,909
C.O. BIGELOW ESTABLISHED 1838 APOTHECARIES and Design	Serial No. 76/523,912
FINIS CORONAT OPUS and Ram's Head Design	Serial No. 76/523,905
IF YOU CAN'T GET IT ANYWHERE ELSE, TRY BIGELOWS	Serial No. 76/523,901

