

02-14-2001



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FORM PTO-1596

1-31-92

HEET

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

Docket No.: 38188-382

PATENTS ONLY

To the Honorable Commissioner for Patents and Trademarks: Please record the attached original documents or copy thereto:

1. Name of Conveying Party(ies):

Alan K. GORENSTEIN

2. Name and address of receiving party(ies):

Name: Intimate Brands, Inc.

Address: 3 Limited Parkway

Columbus, Ohio 43230

Additional name(s) of conveying party(ies) attached? ☐ Yes

3. Nature of Conveyance:

☒ Assignment☐ Merger☐ Security Agreement☐ Change of Name☐ Other

Execution Date: January 22, 2001

Additional name(s) & address(es) attached? ☐ Yes

4. Application number(s) or patent number(s):

09/766636

If the document is being filed together with a new application, the execution date of the application is: January 22, 2001

A. Patent Application No(s).

B. Patent No(s).

Additional numbers attached? ☐ Yes

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: MCDERMOTT, WILL & EMERY

Internal Address:

Street Address: 600 13th Street, N.W.

City: Washington State: DC Zip: 20005

6. Total number of applications and patents involved: 1

7. Total fee (37 CFR 3.41)

\$40.00

☐ Enclosed☒ Authorized to be charged to deposit account

8. Deposit account number:

500417

DO NOT USE THIS SPACE

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.

Wesley L. Strickland, 44,363

January 23, 2001

Name and Registration No. of Person Signing

Signature

Date

Total number of pages comprising cover sheet: 1

CMB No. 0851-0011 (exp. 4/94)

PATENT
REEL: 011505 FRAME: 0107

ASSIGNMENT

WHEREAS I, Alan K. GORENSTEIN of 485 South Parkview Avenue 310, Bexley Ohio 43209, have made a certain new and useful invention as set forth in an application for United States Letters Patent, entitled SYSTEM AND METHOD FOR COMPOSITE CUSTOMER SEGMENTATION, executed by me on the date of execution of this document, as shown below, and filed concurrently herewith;

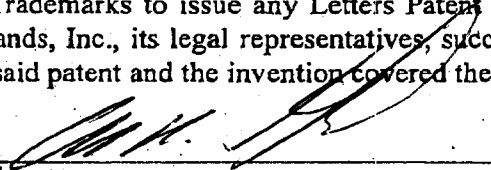
AND WHEREAS, Intimate Brands, Inc., a corporation of the State of Delaware and having an address of 3 Limited Parkway, Columbus, Ohio is desirous of acquiring the entire right, title and interest in and to said invention and in and to any and all Letters Patent of the United States and foreign countries which may be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt for and sufficiency of which is hereby acknowledged, I do hereby sell, assign, transfer and set over unto Intimate Brands, Inc., its legal representatives, successors, and assigns, the entire right, title and interest in and to said invention as set forth in the above-mentioned application, including the right of priority and including any continuations, continuations-in-part, divisions, reissues, re-examinations or extensions thereof, and in and to any and all patents of the United States and foreign countries which may be issued for said invention;

UPON SAID CONSIDERATIONS, I hereby agree with the said assignee that I will not execute any writing or do any act whatsoever conflicting with these presents, and that I will, at any time upon request, without further or additional consideration but at the expense of said assignee, execute such additional assignments and other writings and do such additional acts as said assignee may deem necessary or desirable to perfect the assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, continuations, continuations-in-part, reexamined, reissued, or extended Letters Patent of the United States or of any and all foreign countries on said invention, and in enforcing any rights or choses in action accruing as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents, and by executing preliminary statements and other affidavits, it being understood that the foregoing covenant and agreement shall bind, and inure to the benefit of the assigns and legal representatives of assignor and assignee;

AND I request the Commissioner of Patents and Trademarks to issue any Letters Patent of the United States which may be issued for said invention to said Intimate Brands, Inc., its legal representatives, successors or assigns, as the sole owner of the entire right, title and interest in and to said patent and the invention covered thereby.

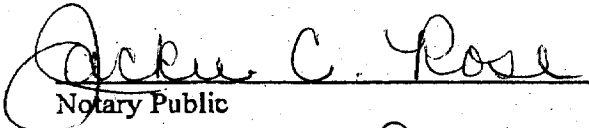
1/22/01
Date


Signature

STATE OF Ohio
COUNTY OF Franklin SS:

On this 22nd day of January, 2001, before me personally appeared Alan K. GORENSTEIN, to me known to be the person named in and who executed the above instrument, and acknowledged to me that he/she executed the same for the uses and purposes therein set forth.

SEAL


Notary Public

My commission expires

April 13, 2002



JACKIE C. ROSE
NOTARY PUBLIC, STATE OF OHIO
MY COMMISSION EXPIRES APRIL 13, 2002