

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | CHANGE OF NAME |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| VICTORIA'S SECRET DIRECT, LLC | 02/02/2007 |
| RECEIVING PARTY DATA | |
| Name: | VICTORIA'S SECRET STORES BRAND MANAGEMENT, INC. |
| Street Address: | 3425 Morse Crossing |
| City: | Columbus |
| State/Country: | OHIO |
| Postal Code: | 43219 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 11128481 |
| CORRESPONDENCE DATA | |
| Fax Number: | (845)359-7798 |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
| Phone: | (845) 359-7700 |
| Email: | pmichalos@notaromichalos.com |
| Correspondent Name: | Peter C. Michalos, Notaro & Michalos P.C |
| Address Line 1: | 100 Dutch Hill Road, Suite 110 |
| Address Line 4: | Orangeburg, NEW YORK 10962-2100 |
| ATTORNEY DOCKET NUMBER: | J25-1112 US |
| NAME OF SUBMITTER: | Peter C. Michalos, Atty for Applicant |
| Total Attachments: 1 source=NameChangePara#page1.tif | |

OP \$40.00 11128481

NOTARO & MICHALOS
Fax: (212) 278-8687

Recordation Cover Sheet, Cont'd

In accordance with 37 C.F.R. §3.25(b), only a legible cover sheet is required to record a name change.