

08-26-2010

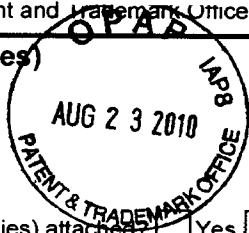


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103605013

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

8-23-10



**1. Name of conveying party(ies)**

Heather Naughton  
Laura Jeannine Wirgler

Additional name(s) of conveying party(ies) attached?  Yes  No

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

Name: Victoria's Secret Stores Brand Management, Inc.

Internal Address: \_\_\_\_\_

Street Address: 4 Limited Parkway

City: Reynoldsburg

State: Ohio

Country: United States Zip: 43068

Additional name(s) & address(es) attached?  Yes  No

**3. Nature of conveyance/Execution Date(s):**

Execution Date(s) 08/11/2010 8/17/2010

- Assignment  Merger
- Security Agreement  Change of Name
- Joint Research Agreement
- Government Interest Assignment
- Executive Order 9424, Confirmatory License
- Other \_\_\_\_\_

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

A. Patent Application No.(s)

29/370,313

This document is being filed together with a new application.

B. Patent No.(s)

Additional numbers attached?  Yes  No

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

Name: Ward & Olivo

Internal Address: \_\_\_\_\_

Street Address: 382 Springfield Avenue

City: Summit

State: New Jersey Zip: 07901

Phone Number: 908-277-3333

Fax Number: 908-277-6373

Email Address: \_\_\_\_\_

**6. Total number of applications and patents involved:** 1

**7. Total fee (37 CFR 1.21(h) & 3.41)** \$40.00

- Authorized to be charged to deposit account
- Enclosed
- None required (government interest not affecting title)

**8. Payment Information**

Deposit Account Number 23-0420

Authorized User Name Ward & Olivo

**9. Signature:**

[Signature]  
Signature

August 18, 2010  
Date

Hanna Bondarik  
Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 7

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

PATENT  
REEL: 024889 FRAME: 0182

## ASSIGNMENT

This ASSIGNMENT is made and entered into as of this 11<sup>th</sup> day of August,

2010 ("Effective Date"), by and between Heather Naughton, a citizen of the United States with an address at 5441 Coachman Road, Apt. I, Columbus, Ohio 43220, Laura Jeannine Wirgler, a citizen of the United States with an address at 35 Cedarbrook Road, Ardmore, Pennsylvania 19003, ("ASSIGNORS"), and Victoria's Secret Stores Brand Management, Inc., a Delaware corporation with an address at 4 Limited Parkway, Reynoldsburg, Ohio 43068 ("ASSIGNEE").

WHEREAS, ASSIGNORS are owners of the entire right, title, and interest in, and to and under the United States patent application identified and set forth on the attached Schedule A; and

WHEREAS, ASSIGNEE wishes to acquire and ASSIGNORS wish to assign all right, title, and interest in and to the patent applications.

NOW, THEREFORE, for and in consideration of said agreement and of other good and valuable consideration, the receipt of which is hereby acknowledged, the said ASSIGNORS, have sold, assigned, transferred and set over, and by these presents do hereby sell, assign, transfer and set over, unto the said ASSIGNEE, its successors, legal representatives and assign, the entire right, title and interest in, to and under the said United States applications and all divisions, renewals and continuations thereof, and all Patents of the United States which may be granted thereon and all reissues and extensions thereof; and all applications for industrial property protection, including, without limitation, all applications for patents, utility models, and designs which may hereafter be filed for said inventions in any country or countries foreign to the United

States, together with the right to file such applications and the right to claim for the same the priority rights derived from said United States application under the Patent Laws of the United States, the International Convention for the Protection of Industrial Property, or any other international agreement or the domestic laws of the country in which any such application is filed, as may be applicable; and all forms of industrial property protection, including, without limitation, patents, utility models, inventors' certificates and designs which may be granted for said inventions in any country or countries foreign to the United States and all extensions, renewals and reissues thereof;

ASSIGNORS authorize and request the Commissioner of Patents and Trademarks to record ASSIGNEE as the owner of the patent applications identified and set forth in the attached Schedule A, including any continuations, divisions, continuations-in-part, reissues, reexaminations or extensions thereof, and to issue any and all letters patent of the United States thereon to ASSIGNEE, as assignee of the entire right, title, and interest in, and to and under the same, for the sole use and enjoyment of ASSIGNEE its successors, assigns or other legal representatives.

ASSIGNORS hereby represent and warrant that, as of the Effective Date, their right, title, and interest in and to the patent application set forth in Schedule A is free and clear of any liens and encumbrances, that they have full right to assign all of their interests therein, and that they have not executed and will not execute any agreement or other instrument in conflict herewith.

ASSIGNORS and ASSIGNEE shall use their respective commercially reasonable best efforts to take, or cause to be taken, all action, and to do, or cause to be done, all things

necessary, proper, or advisable under the applicable laws and regulations to consummate and make effective the assignment contemplated by this Assignment. If at any time after the Effective Date any further action is necessary or desirable to carry out the purposes of this Assignment, the parties hereto shall take or cause to be taken all such necessary action, including without limitation, the execution and delivery of such further instruments and documents as may be reasonably requested by the other party for such purposes or otherwise to consummate and make effective this Assignment, such documents including but not limited to the provision of copies of records and documents in ASSIGNORS' possession or under their control, such as those required to fill in gaps in the chain of title, docket, information regarding local prosecuting counsel, and copies of notices received from outside counsel and registry officials; provided that to the extent not required hereunder, the cost of such action or of such instruments and documents related thereto shall be borne by the party requesting them.

This ASSIGNMENT may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

IN TESTIMONY WHEREOF, I hereunto set my hand the day and year set opposite my signature.

Date 8.11.10

Signature Heather Naughton  
Heather Naughton

STATE OF )  
                  ) ss:  
COUNTY OF )

On this 11<sup>th</sup> day of August, 2010, before me, a Notary Public in and for the State and County aforesaid, personally appeared Heather Naughton, to me

known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and he acknowledged the same to be his free act and deed.

Stacy K. Dildine  
Notary Public



Stacy K. Dildine  
Notary Public, State of Ohio  
My Commission Expires 2/10/14

Date \_\_\_\_\_

Signature \_\_\_\_\_  
Laura Jeannine Wirgler

STATE OF )  
          ) ss:  
COUNTY OF )

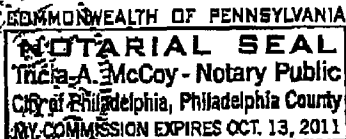
On this \_\_\_ day of \_\_\_\_\_, 2010, before me, a Notary Public in and for the State and County aforesaid, personally appeared \_\_\_\_\_, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and he acknowledged the same to be his free act and deed.

\_\_\_\_\_  
Notary Public

JOINT

known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and he acknowledged the same to be his free act and deed.

\_\_\_\_\_  
Notary Public



Date 8-17-10

Signature *Laura Jeannine Wirgler*  
Laura Jeannine Wirgler

STATE OF ) Pa  
                  ) ss:  
COUNTY OF ) Philadelphia

On this 17<sup>th</sup> day of AUGUST, 2010, before me, a Notary Public in and for the State and County aforesaid, personally appeared LAURA WIRGLER, to me known and known to me to be the person of that name, who signed and sealed the foregoing instrument, and he acknowledged the same to be his free act and deed.

*Tricia McCoy*  
Notary Public

**JOINT**

**Schedule A**

**UNITED STATES PATENT APPLICATION**

<u>Docket No.</u>	<u>Application No.</u>	<u>Filing Date</u>	<u>Title</u>
130-329E	29/370,313	6/29/2010	BACKLESS BRA