

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Dorothy Oge-Nichols</td> <td>12/08/2011</td> </tr> <tr> <td>Sandra Monteparo</td> <td>12/08/2011</td> </tr> <tr> <td>Melanie Wiesenthal</td> <td>12/08/2011</td> </tr> </tbody> </table>		Name	Execution Date	Dorothy Oge-Nichols	12/08/2011	Sandra Monteparo	12/08/2011	Melanie Wiesenthal	12/08/2011		
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<table border="1"> <tr> <td>Name:</td> <td>Victoria's Secret Stores Brand Management, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>4 Limited Parkway</td> </tr> <tr> <td>City:</td> <td>Reynoldsburg</td> </tr> <tr> <td>State/Country:</td> <td>OHIO</td> </tr> <tr> <td>Postal Code:</td> <td>43068</td> </tr> </table>		Name:	Victoria's Secret Stores Brand Management, Inc.	Street Address:	4 Limited Parkway	City:	Reynoldsburg	State/Country:	OHIO	Postal Code:	43068
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PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>29409223</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29409223						
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CORRESPONDENCE DATA											
Fax Number: (908)277-6373 Phone: 908-277-3333 Email: mnardone@wardzinna.com <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> Correspondent Name: Ward & Zinna, LLC Address Line 1: 382 Springfield Ave., Suite 300 Address Line 4: Summit, NEW JERSEY 07901											
ATTORNEY DOCKET NUMBER:	130-681A										
NAME OF SUBMITTER:	Hanna Bondarik Mosolygo										
Total Attachments: 4 source=Executed_Assignment#page1.tif source=Executed_Assignment#page2.tif source=Executed_Assignment#page3.tif source=Executed_Assignment#page4.tif											

CH \$40.00 29409223

ASSIGNMENT

This ASSIGNMENT is made and entered into as of this 8 day of December 2011 ("Effective Date"), by and between Dorothy Oge-Nichols, a citizen of United States of America with an address at 32 Bayberry Drive, Somerset, New Jersey 08873, Sandra Monteparo, a citizen of United States of America with an address at 1 Main Street #4E, Brooklyn, New York 11201, and Melanie Wiesenthal, a citizen of Canada with an address at 415 Leonard Street, Apt. 3E, Brooklyn, New York 11222 ("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 applications 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, including the right to pursue damages, injunctive relief, and other remedies for past, current and future infringement;

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.

JOINT

ASSIGNORS hereby represent and warrant that, as of the Effective Date, their right, title, and interest in and to the patent applications 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.

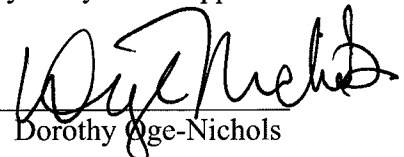
ASSIGNORS and ASSIGNEE shall use their respective commercially reasonable best efforts to take, or cause to be taken, all action, and to do, or cause to be done, all things necessary, proper, or advisable under the applicable laws and regulations to consummate and make effective the assignment contemplated 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, dockets, 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 12/8/11

Signature



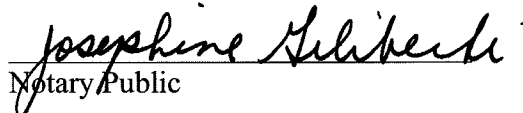
Dorothy Age-Nichols

STATE OF)

) ss:

COUNTY OF)

On this 8 day of Dec., 2011, 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

Josephine Giliberti
Notary Public State of New York
#01GI6112438
Qualified in King's County
Expires: 2012

Date 12/8/11
STATE OF)
) ss:
COUNTY OF)

Signature _____
Sandra Monteparo

On this 8 day of Dec, 2011, 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.

Josephine Giliberti
Notary Public

Josephine Giliberti
Notary Public State of New York
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Expires: 2012

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) ss:
COUNTY OF)

Signature Melanie Wiesenthal
Melanie Wiesenthal

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Josephine Giliberti
Notary Public State of New York
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Qualified in King's County
Expires: 2012

Attorney Docket No. 130-681A
JOINT

Schedule A

UNITED STATES PATENT APPLICATION

<u>Docket No.</u>	<u>Application No.</u>	<u>Filing Date</u>	<u>Title</u>
130-681A	TBD	TBD	BOTTLE