

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
BATH & BODY WORKS BRAND MANAGEMENT, INC.		10/06/2008	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	AMERICAN GIRL, LLC		
<b>Street Address:</b>	333 CONTINENTAL BLVD.		
<b>Internal Address:</b>	M1-1518		
<b>City:</b>	EL SEGUNDO		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90245		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	3245587	NO ONE'S SMILE SHINES EXACTLY LIKE YOURS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(310)252-3861		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Email:</b>	LYNN.WHELAN@MATTEL.COM		
<b>Correspondent Name:</b>	DONALD B. AIKEN, AMERICAN GIRL, LLC		
<b>Address Line 1:</b>	333 CONTINENTAL BLVD.		
<b>Address Line 2:</b>	M1-1518		
<b>Address Line 4:</b>	EL SEGUNDO, CALIFORNIA 90245		
<b>NAME OF SUBMITTER:</b>	LYNN WHELAN		
<b>Signature:</b>	/law/		
<b>Date:</b>	10/10/2008		

CH \$40.00 3245587

Total Attachments: 1  
source=BBW assignment#page1.tif

TRADEMARK ASSIGNMENT

WHEREAS, Bath & Body Works Brand Management, Inc., a corporation organized and existing under the laws of Delaware, having offices at 7 Limited Parkway East, Reynoldsburg, Ohio, U.S.A. 43068 ("Assignor"), is the owner of U.S. Trademark Registration No. 3,245,587 for the mark NO ONE'S SMILE SHINES EXACTLY LIKE YOURS for retail store services in the field of personal care and home fragrance products and accessories (the "Mark"); and

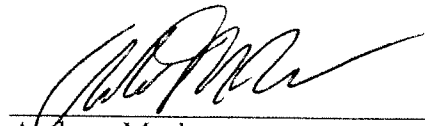
WHEREAS, American Girl, LLC, a limited liability company organized and existing under the laws of the State of Delaware, located and doing business at 333 Continental Boulevard, El Segundo, California 90245 ("Assignee"), is desirous of acquiring the Mark, the registration thereof and the goodwill associated therewith;

NOW, THEREFORE, in consideration of the above recitals and for other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns unto Assignee of all of Assignor's right, title and interest in and to the Mark, together with the registration thereof and the goodwill of the business symbolized by such Mark, including the right to apply for and maintain trademark and service mark applications and registrations worldwide for the Mark and any variations thereof, and the right to sue for past infringements.

IN WITNESS WHEREOF, Assignor has signed this Assignment this 10<sup>th</sup> day of Oct, 2008.

BATH & BODY WORKS  
BRAND MANAGEMENT, INC.

By: \_\_\_\_\_



Andrew Meslow  
SVP/CAO