

12-22-2000



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- Assignment
- License
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- Merger
- Change of Name
- Other

Conveying Party(ies)

Mark if additional names of conveying parties attached

Name

Execution Date		
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08	31	2000

Formerly

122010

- Individual
- General Partnership
- Limited Partnership
- Corporation
- Association
- Other
- Citizenship/State of Incorporation/Organization

Receiving Party

Mark if additional names of conveying parties attached

Name
DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

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- Individual
- General Partnership
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- Other
- Citizenship/State of Incorporation/Organization

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Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name Otterbourg, Steindler, Houston & Rosen, P.C.

Address (line 1)

Address (line 2) 230 Park Avenue

Address (line 3) New York, New York 10169

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

212-661-9100 x825

Name David J. Levine

Address (line 1) Otterbourg, Steindler, Houston & Rosen, P. C.

Address (line 2) 230 Park Avenue

Address (line 3) New York, New York 10169

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments.

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Trademark Application Number(s) or Registration Number(s)



Mark if additional numbers attached

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Trademark Application Number(s)

Registration Number(s)

See Schedule Attached

Number of Properties

Enter the total number of properties involved.

#

492 191

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): \$

4,815.00

Method of Payment:

Enclosed



Deposit Account



Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes



No



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. Charges to deposit account are authorized, as indicated herein.

David J. Levine

09/28/2000

Name of Person Signing

Signature

Date

Maidenform, Inc.

Country	Matter No.	Mark	App. No.	Reg. No.	Ren. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
Agent	Owner	Date	Reg. Date	Tax Date	Local Classes	Goods/Services	Status	Comments			
United States	TR-81/00989	AFTER 10	122010	740948	11/20/02	25	Foundation garments for teen-age and pre-teenage girls.	Registered			
FZL&Z, P.C.	Maidenform, Inc.	6/14/61	11/20/62								
United States	ALL THE TIME	75/714609	2336014	3/28/10	25	Brassiers and other foundation garments.	Registered				
FZL&Z, P.C.	Maidenform, Inc.	5/27/99	3/28/00	3/28/05							
United States	ARABESQUE	345495	1228569	2/22/03	25	Foundation garments and undergarments for women.	Registered				
FZL&Z, P.C.	Maidenform, Inc.	1/13/82	2/22/83								
United States	ARLETTE	291558	854695	8/13/08	25	Foundation garments and lingere.	Registered				
FZL&Z, P.C.	Maidenform, Inc.	2/21/68	8/13/68								
United States	B-COMFORTABLE	517691	1354360	8/13/05	25	Women's undergarments namely, brassieres.	Registered			Assignment from True Form Foundations, Inc. recorded 03/16/92.	
FZL&Z, P.C.	Maidenform, Inc.	1/14/85	8/13/85								
United States	BACK UP	54283	1063374	4/12/07	25	Women's bras and girdles.	Registered			Assignment from True Form Foundations, Inc. recorded 03/16/92.	
FZL&Z, P.C.	Maidenform, Inc.	6/5/75	4/12/77								
United States	BARRE DEVIL	192303	784480	2/2/05	25	Foundation garments.	Registered				
FZL&Z, P.C.	Maidenform, Inc.	4/29/64	2/2/65								
United States	BARRELY ME	344508	899726	9/29/10	25	Foundation garments, lingerie, sleepwear, and loungewear.	Registered				
FZL&Z, P.C.	Maidenform, Inc.	11/25/69	9/29/70								

Country	Matter No.	Mark	Owner	App. No.	Reg. No.	Ren. Date	Use Date	Tax Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	FZL&Z, P.C.	BAROQUE	Maidenform, Inc.	197036	787219	3/23/05			25		Foundation garments.	Registered	
United States	FZL&Z, P.C.	BAUBLES	Maidenform, Inc.	136666	743041	1/1/03			25		Foundation garments.	Registered	
United States	FZL&Z, P.C.	BE BRIEF	Maidenform, Inc.	469963	1342803	6/18/05			25		Women's panties, girdles, corsets, lingerie, lightweight briefs and panty girdles.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
United States	FZL&Z, P.C.	BE SLIM	Maidenform, Inc.	71760	1050123	10/12/06			25		Women's bras and girdles.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
United States	FZL&Z, P.C.	BEGUILLEMENT	Maidenform, Inc.	291947	854698	8/13/08			25		Foundation garments.	Registered	
United States	FZL&Z, P.C.	BIT OF BRIGHTNESS	Maidenform, Inc.	2150	995640	10/14/04			25		Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	BIT OF COLOR	Maidenform, Inc.	912773	10/15/74	10/14/04			25		Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	BODY HUGS	Maidenform, Inc.	76064644	67/00				25		Brassieres, panties and other foundation garments.	Application pending	
United States	FZL&Z, P.C.	BODY TALK	Maidenform, Inc.	377087	916765	7/20/01			25		Foundation garments and lingerie.	Registered	

Country	Matter No.	Mark	App. No.	Reg. No.	Ren. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States		BODY THING	377077	919017	8/23/01		25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	11/25/70	8/24/71							
United States		BODYMATES	408417	949861	1/2/03		25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	11/22/71	1/2/73							
United States		BRAVO	73/521157	1358147	9/3/05		25		Bra pads.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	2/7/85	9/3/85							
United States		BRIEF ENCOUNTER	388632	924734	11/30/01		25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	4/8/71	11/30/71							
United States		BRIEFCLING	314299	873495	7/22/09		25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	12/12/68	7/22/69							
United States		BRIEFLING	235840	819563	11/29/06		25		Foundation garments.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	1/5/66	11/29/66							
United States		CHANSONNETTE	71/385524	344845	4/6/07		25		Brassieres, bandeaux, corsets, corselets, panties, parti-girdles, girdles, and garter belts.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	11/14/36	4/6/37							
United States		CHANTILLY	324574	1315862	1/22/05		25		Foundation garments, brassieres, lingerie, sleepwear, loungewear and panties for women.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	8/21/81	1/22/85							
United States		CLEARLY ME	377075	917279	7/27/01		25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	11/25/70	7/27/71							

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Agent	Owner	Date	Reg. Date	Tax Date	Local Classes					
United States	COLOR ME PRETTY	404822	946851	11/7/02	25	Foundation garments and lingerie.	Registered			
FZL&Z, P.C.	Maidenform, Inc.	10/12/71	11/7/72							
United States	COMFORT WIRE	320110	877465	9/23/09	25	Foundation garments and lingerie.	Registered			
FZL&Z, P.C.	Maidenform, Inc.	2/26/69	9/23/69							
United States	CONCERTINA	123334	733831	7/3/02	25	Foundation garments.	Registered			
TR-81/00991	Maidenform, Inc.	7/3/61	7/3/62							
FZL&Z, P.C.	CONFECTION	72273557	838885	11/14/07	25	Foundation garments and lingerie.	Registered			
United States	Maidenform, Inc.	6/12/67	11/14/67							
United States	COTTON UP	467034	995348	10/7/04	25	Foundation garments and lingerie.	Registered			
FZL&Z, P.C.	Maidenform, Inc.	8/30/73	10/8/74							
United States	COUNTER-PART	72240931	826929	4/4/07	25	Foundation garments.	Registered			
FZL&Z, P.C.	Maidenform, Inc.	3/14/66	4/4/67							
United States	COUNTERPOINT	522112	437024	3/2/08	25	Brassiers.	Registered			
TR-88/02352	Maidenform, Inc.	5/8/47	3/2/68							
FZL&Z, P.C.	CUSTOMIZE IT	75715729	2379153	8/22/10	25	Brassiers, panties and other foundation garments.	Registered			
United States	Maidenform, Inc.	5/27/99	8/22/00	8/22/05						
United States	DAY DREAMS	72/098661	717213	6/20/01	25	Foundation garments, namely brassiers.	Registered			
FZL&Z, P.C.	Maidenform, Inc.	6/8/60	6/20/61							

Country	Matter No.	Mark	Owner	App. No.	Reg. No.	Ren. Date	Use Date	Local Classes	Goods/Services	Status	Comments
United States	FZL&Z, P.C.	DEC-LA-TAY Stylized	Maldenform, Inc.	339403	307816	11/7/03		25	Brassieres.	Registered	
United States	FZL&Z, P.C.	DEFINITION	Maldenform, Inc.	291946	854697	8/13/08		25	Foundation garments.	Registered	
United States	FZL&Z, P.C.	TR-88/04538	Maldenform, Inc.	277168	8/13/68			25	Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	DELECTABLES	Maldenform, Inc.	472667	10/3/67			25	Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	DELICACY	Maldenform, Inc.	285498	848720	5/7/08		25	Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	TR-88/02353	Maldenform, Inc.	112467	5/7/68			25	Foundation garments.	Registered	
United States	FZL&Z, P.C.	DIALOGUE	Maldenform, Inc.	172924	766435	3/10/04		25	Foundation garments.	Registered	
United States	FZL&Z, P.C.	DIAMOND TOUCH	Maldenform, Inc.	230270	816653	10/11/06		25	Foundation garments.	Registered	
United States	FZL&Z, P.C.	DO IT IN STYLE	Maldenform, Inc.	371776	1244621	7/5/03		25	Foundation garments, brassieres, lingerie, sleepwear, loungewear and panties.	Registered	
United States	FZL&Z, P.C.	DREAM	Maldenform, Inc.	187257	1129002	1/7/10		25	Foundation garments, brassieres, lingerie, panties and swimwear.	Registered	
United States	FZL&Z, P.C.	TA-79/01814	Maldenform, Inc.	97878	1/8/80			25	Foundation garments, brassieres, lingerie, panties and swimwear.	Registered	
United States	FZL&Z, P.C.	DREAM BY MAIDENFORM Stylized	Maldenform, Inc.	99068	714771	5/1/01		25	Foundation garments, namely brassieres.	Registered	
United States	FZL&Z, P.C.	TR-80/00663	Maldenform, Inc.	6/15/60	5/2/61			25	Foundation garments, namely brassieres.	Registered	

Country	Matter No.	Mark	App. No.	Reg. No.	Ren. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States		DREAM FLOWERS	171897	767908	4/7/04	4/7/04	25		Foundation garments.	Registered	
		Maidenform, Inc.	6/25/63	4/7/64							
FZL&Z, P.C.											
United States		DREAM-AIRE	128744	743826	1/15/03	1/15/03	25		Foundation garments.	Registered	
		Maidenform, Inc.	9/27/61	1/15/63							
FZL&Z, P.C.											
United States		DREAMETTES	122009	734220	7/10/02	7/10/02	25		Foundation garments.	Registered	
		Maidenform, Inc.	6/14/61	7/10/62							
TR-81/00992											
FZL&Z, P.C.											
United States		DREAMFORM	72090309	1062316	3/29/07	3/29/07	25		Bras, girdles and items of lingerie.	Registered	
		Maidenform, Inc.	6/14/76	3/29/77							
United States		DREAMLINER	123335	739405	10/16/02	10/16/02	25		Foundation garments.	Registered	
		Maidenform, Inc.	7/3/61	10/16/62							
TR-81/00994											
FZL&Z, P.C.											
United States		DREAMTIME	169952	769991	5/19/04	5/19/04	25		Foundation garments.	Registered	
		Maidenform, Inc.	5/29/63	5/19/64							
FZL&Z, P.C.											
United States		DREAMWEAR	334175	887553	3/10/10	3/10/10	25		Foundation garments, lingerie, sleepwear and loungewear.	Registered	
		Maidenform, Inc.	8/1/69	3/10/70							
FZL&Z, P.C.											
United States		EASY TOUCH	228054	811754	7/26/06	7/26/06	25		Foundation garments.	Registered	
		Maidenform, Inc.	9/11/65	7/26/66							
FZL&Z, P.C.											
United States		EMPHASIS	85357	700601	7/4/10	7/4/10	25		Foundation garments, namely brassieres.	Registered	
		Maidenform, Inc.	11/16/59	7/5/60							
TR-79/00748											
FZL&Z, P.C.											

Country	Matter No.	Mark	App. No.	Reg. No.	Ren. Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	TT-92/03129	EXCLUSIVELY YOURS	724504	1513696	11/22/08	25		Briefs and body-brifters.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.			4/25/88	11/22/88						
United States	TA-89/00791	FASHION TIME	305614	867223	3/25/09	25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.			8/21/68	3/25/69						
United States	FZL&Z, P.C.	FASHION TIME	367467	913882	6/8/01	25		Foundation garments, lingerie, sleepwear and loungewear.	Registered	
FZL&Z, P.C.			8/7/70	6/8/71						
United States	FZL&Z, P.C.	FIRST INVENTIONS	128065	737199	9/4/02	25		Foundation garments.	Registered	
FZL&Z, P.C.			9/18/61	9/4/62						
United States	FZL&Z, P.C.	FLAUNT IT	76037828			25		Panties, brassieres and other foundation garments.	Application pending	
FZL&Z, P.C.			5/1/00							
United States	TT-92/03129	FLEX-O-TONER	693504	1493266	6/21/08	25		Girdles.	Registered	Assignment from True Form Foundations Corp. recorded 03/16/92.
FZL&Z, P.C.			11/3/87	6/21/88						
United States	TT-92/03129	FLEXAIRE	439035	387227	5/6/01	25		Girdles, corsets and brassieres, and combinations thereof, and bathing suits.	Registered	Assignment from Artistic Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.			12/20/40	5/6/41						
United States	FZL&Z, P.C.	FLEXEES	79/606118	2311583	1/25/10	25		Briefs, slips, body-brifters, girdles, panties, brassieres and other foundation garments.	Registered	
FZL&Z, P.C.			12/11/98	1/25/00						
United States	TT-92/03129	FLEXEES Stylized	547224	509087	4/26/09	25		Girdles, corsets and brassieres and combinations thereof.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.			1/16/48	4/26/49						

Country	Matter No.	Mark	Owner	App. No.	Reg. No.	Ren. Date	Use Date	Local Classes	Goods/Services	Status	Comments
United States	TT-92/03129	FLEXEES Stylized	Maidenform, Inc.	71/36488	305623	8/22/03		25	Girdles, corsets and brassiers and combinations thereof.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.				4/6/33	8/22/33						
United States	TR-81/00995	FLOWERETTE	Maidenform, Inc.	123551	733130	6/19/02		25	Foundation garments.	Registered	
FZL&Z, P.C.				7/7/61	6/19/62						
United States	TR-81/00996	FRAME-UP	Maidenform, Inc.	122011	729506	4/3/02		25	Foundation garments.	Registered	
FZL&Z, P.C.				6/14/61	4/4/62						
United States	TR-80/00664	FRAPPE	Maidenform, Inc.	112742	723645	11/6/01		25	Foundation garments, particularly girdles.	Registered	
FZL&Z, P.C.				1/30/61	11/7/61						
United States	FR-79/01818	FRENCH FANCY	Maidenform, Inc.	122866	1081155	1/2/08		25	Lingerie, bras, girdles and panties.	Registered	
FZL&Z, P.C.				4/15/77	1/3/78						
United States	TA-79/01818	GOOD FIGURING	Maidenform, Inc.	208499	1140872	10/27/10		25	Foundation garments, brassieres, lingerie, sleepwear, loungewear, panties and swimwear.	Registered	
FZL&Z, P.C.				3/22/79	10/28/80						
United States	GOOD SENSE		Maidenform, Inc.	438225	968705	9/18/03		25	Foundation garments and lingerie.	Registered	
FZL&Z, P.C.				10/13/72	9/18/73						
United States	HALF WAY		Maidenform, Inc.	227426	814567	9/6/06		25	Foundation garments.	Registered	
FZL&Z, P.C.				9/8/65	9/6/66						
United States	HI-WIRE		Maidenform, Inc.	172925	774626	8/4/04		25	Foundation garments.	Registered	
FZL&Z, P.C.				7/12/63	8/4/64						

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United States	TT-92/03129	HIDDEN ADVANTAGE	73754407	1610621	8/21/10			25		Briefs.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	9/27/88	8/21/90								
United States	TA-92/03402	HIP SLIMMER	74138835	1722059	10/6/02			25		Girdles.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	2/13/91	10/6/92								
United States		HOLD ME LIGHTLY	72434732	968697	9/1/803			25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	9/5/72	9/1/873								
United States		HYDRACURVES	76188113					25		Bras, panties and other foundation garments.	Instructed	
FZL&Z, P.C.		Maidenform, Inc.	9/14/00									
United States	TT-92/03129	TM ON A DIET	34957	1024730	11/11/05			25		Bras and panties.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.		Maidenform, Inc.	10/18/74	11/11/75								
United States	TT-92/03129	INSTANT SLIMMER	74006737	1665894	11/26/01			25		Bodybriefers and briefs.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.		Maidenform, Inc.	4/6/90	11/26/91								
United States	TR-79/00429	KEEP ME IN STYLE	2148	994367	9/30/04			25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	9/27/73	10/11/74								
United States		LACE CONFECTION	314295	873491	7/22/09			25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	12/12/68	7/22/69								
United States	TT-92/03129	LACE LINKAGE	724507	1515519	12/6/08			25		Bras, briefs, panties and body briefs.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	4/25/88	12/6/88								

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United States	FZL&Z, P.C.	LACERY	Maidenform, Inc.	197145	787222	3/23/05			25		Foundation garments.	Registered	
United States	FZL&Z, P.C.	LETTER PERFECT	Maidenform, Inc.	387150	1258626	11/22/03			25		Foundation garments, brassieres, lingerie, sleepwear, lounge wear and panties.	Registered	
United States	FZL&Z, P.C.	LIASONS	Maidenform, Inc.	6/28/82	715/83	7/5/03			25		Foundation garments, brassieres, lingerie, sleepwear, lounge wear and panties.	Registered	
United States	FZL&Z, P.C.	LIQUIDCURVES	Maidenform, Inc.	75/829052	10/22/99				25		Bras, panties and other foundation garments.	Application pending - suspended	
United States	FZL&Z, P.C.	LITTLE DIFFERENCE	Maidenform, Inc.	72/438219	974386	12/4/03			25		Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	LITTLE LUXURIES	Maidenform, Inc.	4/15/77	1/3/78	1/3/08			25		Lingerie, bras, girdles and panties.	Registered	
United States	FZL&Z, P.C.	LITTLE NOTION	Maidenform, Inc.	377085	918592	8/17/01			25		Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	LUSTRE etc. & Heart Design	Maidenform, Inc.	74/049232	1641352	4/16/01			25		Brassieres, bodybriefers and briefs.	Registered	Assignment from True Form Foundations Corp. recorded 03/16/92.
United States	FZL&Z, P.C.	LUSTRE-WIRE	Maidenform, Inc.	360208	902663	11/17/00			25		Foundation garments.	Registered	

Country	Matter No.	Mark	App. No.	Reg. No.	Ren. Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
Agent	Owner	Date	Reg. Date	Tax Date						
United States	MAIDENETTE	Maidenform, Inc.	272606	252399	2/4/09	25		Brassieres.	Registered	
FZL&Z, P.C.			9/18/1928	2/5/1929						
United States	MAIDENFORM	Maidenform, Inc.	104466	719353	7/30/01	25		Foundation garments, particularly brassieres, girdles, combination brassiers and girdles, pantie-girdles.	Registered	
TR-80/00666			9/14/60	8/1/61						
FZL&Z, P.C.										
United States	MAIDENFORM	Maidenform, Inc.	72428826	971400	10/23/03	25		Foundation garments, garter belts, lingerie, sleepwear, loungewear, beachwear and swimwear.	Registered	
FZL&Z, P.C.			6/30/72	10/23/73						
United States	MAIDENFORM	Maidenform, Inc.	599833	547558	9/4/01	25		Brassieres, bandeaux, corsets, corselets, panties, pantie-girdles, girdles and garter belts.	Registered	
FZL&Z, P.C.			6/27/50	9/4/51						
United States	MAIDENFORM Stylized	Maidenform, Inc.	392532	927373	1/18/02	25		Foundation garments, garter belts, lingerie, beachwear, namely swimsuits.	Registered	
FZL&Z, P.C.			5/19/71	1/18/72						
United States	MASQUERADE	Maidenform, Inc.	677893	612652	9/20/05	25		Brassieres.	Registered	
FZL&Z, P.C.			12/7/54	9/20/75						
United States	MEMORY STRETCH	Maidenform, Inc.	26355	1035385	3/9/06	25		Girdles.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
TT-92/03129			7/9/74	3/9/76						
FZL&Z, P.C.										
United States	MERELY ME	Maidenform, Inc.	344512	894220	7/7/10	25		Foundation garments, lingerie, sleepwear, and loungewear.	Registered	
FZL&Z, P.C.			11/25/69	7/7/70						
United States	MINI-CLING	Maidenform, Inc.	314297	873493	7/21/09	25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.			12/12/68	7/22/69						

Country	Matter No.	Mark	Owner	App. No.	Reg. No.	Ren. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
Agent				Date	Reg. Date	Tax Date						
United States		MINI-WIRE	Maidenform, Inc.	360205	902660	11/17/00		25		Foundation garments.	Registered	
FZL&Z, P.C.		MORE OR LESS	Maidenform, Inc.	72/430250	963689	7/10/03		25		Foundation garments.	Registered	
United States		NEARLY YOU	Maidenform, Inc.	11/25/69	11/3/70	11/3/00		25		Foundation garments, lingerie, sleepwear, and loungewear.	Registered	
FZL&Z, P.C.		NICE N' SPICY	Maidenform, Inc.	137572	1153209	5/4/01		25		Foundation garments, brassieres, lingerie, sleepwear, loungewear, panties, swimwear.	Registered	
United States		NICE FEELING	Maidenform, Inc.	438216	974040	11/27/03		25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.		NITE N-DAY Stylized & Design	Maidenform, Inc.	578699	502626	10/5/08		25		Consets, girdles and foundation garments.	Registered	Assignment from True Form Foundations Corp. recorded 03/16/92.
United States		NO-SHOW	Maidenform, Inc.	360202	902657	11/17/10		25		Foundation garments, lingerie, sleepwear and loungewear.	Registered	
FZL&Z, P.C.		NO-SHOW NATURALS	Maidenform, Inc.	72/081296	1048581	9/21/06		25		Foundation garments and lingerie.	Registered	
United States		ONCE OVER LIGHTLY	Maidenform, Inc.	291951	854702	8/13/08		25		Foundation garments.	Registered	
FZL&Z, P.C.				227/68	8/13/68							

Country	Matter No.	Mark	Owner	App. No.	Reg. No.	Ren. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	TR-80/00669	ONCE OVER Stylized	Maidenform, Inc.	436132	384683	1/27/01	1/27/01	25		Foundation garments.	Registered	
FZL&Z, P.C.				9/19/40	1/28/61							
United States	TT-92/03129	PANIX	Maidenform, Inc.	435948	384670	1/28/01		25		Foundation garments consisting of corsets, girdles, corsets and brassiers.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.				9/13/40	1/28/41							
United States	PANTINO	Maidenform, Inc.	72/060762	680841	6/23/09			25		Women's and misses' sportswear namely, slacks, shorts, skirts and blouses, commonly sold as coordinates.	Registered	
United States	PRE-LUDE	Maidenform, Inc.	71/349784	316451	8/28/04			25		Brassiers, bandeaux, corsets, corsets, and girdles.	Registered	
United States	PRECIOUS LITTLE	Maidenform, Inc.	394280	926480	1/4/02			25		Foundation garments, garter belts, lingerie, and beachwear, namely swimsuits.	Registered	
United States	TA-79/01661	PRETTY FOXY	Maidenform, Inc.	233397	1181197	12/7/01		25		Foundation garments, brassieres, lingerie, sleepwear, loungewear, panties and swimwear.	Registered	
FZL&Z, P.C.				10/1/79	12/8/81							
United States	TT-92/03129	PRETTY GIRL	Maidenform, Inc.	303582	864584	2/4/09		25		Women's and misses' girdles, panty girdles, lingerie and hosiery.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.				7/23/68	2/4/69							
United States	TT-92/03129	PRETTY GIRL Stylized	Maidenform, Inc.	71/608441	551120	11/20/01		25		Girdles and panty girdles.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.				1/5/51	11/20/51							
United States	TA-79/00946	PRETTY PRO	Maidenform, Inc.	221350	1149918	3/30/01		25		Foundation garments, brassiers, lingerie, sleepwear, loungewear, panties and swimwear.	Registered	
FZL&Z, P.C.				6/27/79	3/31/81							

Country	Matter No.	Mark	App. No.	Reg. No.	Ren. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	TA-79/00947	PRETTY SHABELY Maidenform, Inc.	221351 6/27/79	1149919 3/31/81	3/30/01		25		Foundation garments, brassiers, lingerie, sleepwear, loungewear, pants and swimwear.	Registered	
United States	FZL&Z, P.C.	PRINTS CHARMING Maidenform, Inc.	306615 9/5/68	872632 7/8/69	7/8/09		25		Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	PRIVATE AFFAIR Maidenform, Inc.	623727 1/17/52	572600 3/31/73	3/31/03		25		Brassiers.	Registered	
United States	FZL&Z, P.C.	PRIZE POSSESSIONS Maidenform, Inc.	291554 2/21/68	854227 8/6/68	8/6/08		25		Foundation garments.	Registered	
United States	FZL&Z, P.C.	RATED X Maidenform, Inc.	386792 3/19/71	924326 11/23/71	11/23/01		25		Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	REAL THING Maidenform, Inc.	72438220 10/13/72	974640 12/11/73	12/11/03		25		Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	RENDEZVOUS Maidenform, Inc.	74418356 7/26/93	1833907 5/3/94	5/3/04		25		Foundation garments.	Registered	
United States	FZL&Z, P.C.	SARONG Maidenform, Inc.	686394 4/27/55	622358 2/28/56	2/28/06		25		Corsets and girdles.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
United States	TT-92/03129	SARONG Maidenform, Inc.	148910 7/12/62	749821 5/21/63	5/21/03		25		Girdles and brassiers.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.

Country	Matter No.	Mark	App. No.	Reg. No.	Ren. Date	Use Date	Tax Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	TT-92/03129	SARONG Stylized	71/593608	553826	1/22/02			25		Corsets, girdles, and brassiers.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.			3/8/50	1/22/52								
United States	FZL&Z, P.C.	SATIN SEDUCTION	74/626907	1946806	1/9/06			25		Bras and panties.	Registered	
United States	FZL&Z, P.C.	SEA DREAM	267577	835526	9/19/07			25		Foundation garments and lingerie.	Registered	
United States	TR-79/00422	SECRET CENTER	455104	982013	4/8/04			25		Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	SECRET CIRCLE	52472	1038332	4/26/06			25		Brassiers, girdles, slips and panties.	Registered	
United States	FZL&Z, P.C.	SEEN-LESS	360206	902661	11/17/00			25		Foundation garments, lingerie, sleepwear and loungewear.	Registered	
United States	TA-92/07572	SELF-EXPRESSIONS	74/311299	1771562	5/18/03			25		Bras and panties.	Registered	
United States	FZL&Z, P.C.	SHADE ME	403411	947309	11/14/02			25		Foundation garments and lingerie.	Registered	
United States	SHADE ME PRETTY		2147	989353	7/29/04			25		Foundation garments and lingerie.	Registered	

Country	Matter No.	Mark	App. No.	Reg. No.	Ren. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	SHAPE ME SWEETLY	2146	989352	7/29/04	25	Foundation garments and lingerie.	Registered				
United States	SHAPE-MATES	310967	870953	6/10/09	25	Foundation garments and lingerie.	Registered				
FZL&Z, P.C.	SHEER EASE	72230268	826916	4/4/07	25	Foundation garments.	Registered				
United States	SHEER MUSIC	223808	811734	7/26/06	25	Foundation garments.	Registered				
United States	SHEER-THING	377083	917283	7/27/01	25	Foundation garments and lingerie.	Registered				
United States	SHEERLING	377073	918108	8/10/01	25	Foundation garments and lingerie.	Registered				
United States	SHIMMER-SHEER	377070	917276	7/27/01	25	Foundation garments and lingerie.	Registered				
United States	SHIMMERLING	377076	917280	7/27/01	25	Foundation garments and lingerie.	Registered				
United States	SIMPLE SOLUTIONS	75129271	2081350	7/22/07	25	Bras and panties.	Registered				

Country	Matter No.	Mark	App. No.	Reg. No.	Ren. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	TT-92/03129	SIMPLY BETTER Maidenform, Inc.	724542 4/25/88	1559070 10/3/89	10/3/09	25			Bras and briefs.	Registered	Assignment from True Form Foundation recorded 03/16/92.
United States	FZL&Z, P.C.	SKIN WEAR Maidenform, Inc.	377079 11/5/70	925156 12/7/71	12/7/01	25			Foundation garments and lingerie.	Registered	
United States		SKIN WEAR Maidenform, Inc.	72377079 11/25/70	925156 12/7/71	12/7/01	25			Foundation garments and lingerie.	Registered	
United States		SLIGHT ADVANTAGE Maidenform, Inc.	403410 9/23/71	947308 11/14/72	11/14/02	25			Foundation garments and lingerie.	Registered	
United States		SMALL TALK Maidenform, Inc.	438217 10/13/72	975057 12/18/73	12/18/03	25			Foundation garments and lingerie.	Registered	
United States		SMOOTH OPERATOR Maidenform, Inc.	377067 11/25/70	918588 8/17/71	8/17/01	25			Foundation garments and lingerie.	Registered	
United States		SMOOTH SENSATIONS Maidenform, Inc.	75/348632 8/28/97	2245111 5/11/99	5/11/09 5/11/05	25			Undergarments and foundations.	Registered	
United States		SOFTALURE Maidenform, Inc.	371818 6/28/82	1245424 7/12/83	7/12/03	25			Foundation garments, brassieres, lingerie, sleepwear, loungewear and panties.	Registered	
United States		SOMETHING SHAPELY Maidenform, Inc.	126732 5/16/77	1081860 1/10/78	1/10/08	25			Lingerie, bras, girdles and panties.	Registered	

Country	Maker No.	Mark	App. No.	Reg. No.	Rem. Date	Int'l Classes	Goods/Services	Status	Comments
Agent	Owner	Date	Reg. Date	Tax Date	Local Classes	Use Date			
United States	TA-91/08567	SOMETHING SPECIAL	74/156695	1720387	9/29/02	25	Women's foundation garments and intimate apparel, namely, brassieres, panties and girdles.	Registered	
FZL&Z, P.C.	Maidenform, Inc.		4/12/91	9/29/92					
United States	SPLITS Stylized		71/465102	406780	4/25/04	25	Women's petticoats, panties, and combination petticoats and panties.	Registered	
FZL&Z, P.C.	Maidenform, Inc.		11/18/43	4/25/44					
United States	STRETCH-CONFECTION		314298	873494	7/22/09	25	Foundation garments and lingerie.	Registered	
FZL&Z, P.C.	Maidenform, Inc.		12/12/68	7/22/69					
United States	STYLEMASTER			742026	12/11/02	25	Ladies' pants for outer wear.	Registered	
FZL&Z, P.C.	Maidenform, Inc.		12/27/61	12/11/62					
United States	SUBTRACT		8119	992896	9/14/04	25	Ladies' panties and panty hose.	Registered	Assignment from True Form Founda recorded 03/16/92.
FZL&Z, P.C.	Maidenform, Inc.		12/5/73	9/10/74					
United States	SUBTRACT		78315	696818	4/26/10	25	Girdles.	Registered	Assignment from True Form Founda recorded 03/16/92.
FZL&Z, P.C.	Maidenform, Inc.		7/23/59	4/26/60					
United States	SUBTRACT ELITE		561025	1392474	5/6/06	25	Girdles.	Registered	Assignment from True Form Founda recorded 03/16/92.
FZL&Z, P.C.	Maidenform, Inc.		9/30/85	5/6/86					
United States	SWEET DREAMS		150574	751338	6/18/03	25	Nightgowns, petignois, sleep caps and sleep panties, and foundation garments.	Registered	
FZL&Z, P.C.	Maidenform, Inc.		8/6/62	6/18/63					
United States	SWEET MISS		367470	913883	8/6/01	25	Foundation garments, lingerie, sleepwear and loungewear.	Registered	
FZL&Z, P.C.	Maidenform, Inc.		8/7/70	6/8/71					

Country	Matter No.	Mark	Owner	App. No.	Reg. No.	Ren. Date	Use Date	Int'l Classes	Local Classes	Good&Services	Status	Comments
United States	TR-79/00430	SWEET MS.	Maldenform, Inc.	2149	995639	10/14/04	10/14/04	25		Foundation garments, lingerie and beachwear, namely swimsuits.	Registered	
FZL&Z, P.C.				9/27/73	10/15/74							
United States		SWEET NOTHINGS	Maldenform, Inc.	169954	765976	3/3/04	3/3/04	25		Foundation garments.	Registered	
FZL&Z, P.C.				5/29/63	3/3/64							
United States		SWEET SECRET	Maldenform, Inc.	345550	898362	9/8/10	9/8/10	25		Foundation garments, lingerie, sleepwear and loungewear.	Registered	
FZL&Z, P.C.				12/8/69	9/8/70							
United States		SWEET SOMETHINGS	Maldenform, Inc.	117805	1077962	11/22/07	11/22/07	25		Foundation garments, brassieres, lingerie, sleepwear and loungewear.	Registered	
FZL&Z, P.C.				3/3/77	11/22/77							
United States		SWEET TALK	Maldenform, Inc.	94007	740668	11/13/02	11/13/02	25		Foundation garments, namely brassieres.	Registered	
FZL&Z, P.C.				3/30/60	11/13/62							
United States		SWEET THING	Maldenform, Inc.	72235842	828608	5/9/07	5/9/07	25		Foundation garments.	Registered	
FZL&Z, P.C.				1/5/66	5/9/67							
United States		TAKE THE PLUNGE	Maldenform, Inc.	72438952	974042	11/27/03	11/27/03	25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.				10/20/72	11/27/73							
United States		TENDER LACE	Maldenform, Inc.	404824	947636	11/21/02	11/21/02	25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.				10/12/71	11/21/72							
United States		THE BRA FOR DIETERS	Maldenform, Inc.	724532	1515520	12/6/08	12/6/08	25		Bras.	Registered	
FZL&Z, P.C.				4/25/88	12/6/88							

Assignment from True Form Foundation:
recorded 03/16/92.

Country	Matter No.	Mark	App. No.	Reg. No.	Ren. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	TR-88/02413	THE COTTON CONTINENTALS Maidenform, Inc.	345218	1224348	1/1/83	1/1/83	25		Foundation garments, brassieres, lingerie, sleepwear, loungewear and panties all made in part or wholly from cotton.	Registered	
FZL&Z, P.C.				1/1/82	1/18/83						
United States	TR-88/04534	THE GLOW-TOGETHERS Maidenform, Inc.	291949	854700	8/13/08	8/13/08	25		Foundation garments.	Registered	
FZL&Z, P.C.			227/68	8/13/68							
United States	TR-79/00986	THE MAIDENFORM WOMAN, YOU NEVER KNOW WHERE SHE'LL TURN UP Maidenform, Inc.	228225	1162031	7/20/01	7/20/01	25		Foundation garments, brassieres, lingerie, sleepwear, loungewear, panties and swimwear.	Registered	
FZL&Z, P.C.			8/20/79	7/21/81							
United States	TR-79/00431	THE SHAPE MAKER Maidenform, Inc.	4/18/74	1000124	12/23/04	12/23/04	25		Girdles.	Registered	
FZL&Z, P.C.											
United States	TR-88/04535	THE TOTALLY TERRIFICS Maidenform, Inc.	291672	854696	8/13/08	8/13/08	25		Foundation garments.	Registered	
FZL&Z, P.C.			2/23/68	8/13/68							
United States	TT-92/03129	TRUE FORM Stylized Maidenform, Inc.	188871	186657	7/22/04	7/22/04	25		Corsets and brassiers.	Registered	Assignment from True Form Foundation recorded 03/16/92.
FZL&Z, P.C.			11/24/923	7/22/1924							
United States	FZL&Z, P.C.	UNDER RIGHT Maidenform, Inc.	25531	654171	11/5/07	11/5/07	25		Brassiers.	Registered	
FZL&Z, P.C.			3/5/57	11/5/57							
United States	FZL&Z, P.C.	UNDER-FLING Maidenform, Inc.	377086	917284	7/27/01	7/27/01	25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.			11/25/70	7/27/71							
United States	FZL&Z, P.C.	UNDER-SHEATH Maidenform, Inc.	72240757	829138	5/23/07	5/23/07	25		Foundation garments.	Registered	
FZL&Z, P.C.			3/11/66	5/23/67							

Country	Matter No.	Mark	App. No.	Reg. No.	Ren. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	TT-92/03129	UNDER-WONDER Maidenform, Inc.	269029 4/13/67	877027 9/16/69	9/16/09	25			Party girdles.	Registered	Assignment from True Form Foundation recorded 03/16/92.
FZL&Z, P.C.											
United States	TR-87/02412	UNDERCURRENT Maidenform, Inc.	301017 6/21/68	862030 12/17/68	12/17/08	25			Foundation garments and lingerie.	Registered	
FZL&Z, P.C.											
United States		UNDERLINE Maidenform, Inc.	697115 10/25/55	628766 6/12/56	6/12/06	25			Foundation garments, girdles and slips.	Registered	
FZL&Z, P.C.											
United States		UNDERMOST Maidenform, Inc.	72212127 2/16/65	799139 11/23/65	11/23/05	25			Foundation garments and lingerie.	Registered	
FZL&Z, P.C.											
United States		UNDERSKINS Maidenform, Inc.	377080 11/25/70	918591 8/17/71	8/17/01	25			Foundation garments and lingerie.	Registered	
FZL&Z, P.C.											
United States		UNDERSTONE Maidenform, Inc.	72039149 10/18/57	665802 8/12/58	8/12/08	25			Brassieres.	Registered	
FZL&Z, P.C.											
United States	TR-80/00672	WANTED Maidenform, Inc.	110451 12/19/60	718982 7/25/61	7/24/01	25			Foundation garments, particularly brassieres.	Registered	
FZL&Z, P.C.											
United States		WHITE FLOWERS Maidenform, Inc.	29086 4/29/57	659393 3/11/78	3/11/08	25			Brassieres.	Registered	
FZL&Z, P.C.											
United States		WISE GUISE Maidenform, Inc.	72250080 7/12/66	820814 12/20/66	12/20/06	25			Foundation garments.	Registered	

Country	Matter No.	Mark	App. No.	Reg. No.	Ren. Date	Use Date	Tax Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	TA-79/01817	W/SEGUYS Maidenform, Inc.	189306 10/16/78	1145820 1/13/81	1/12/01			25		Clothing, namely men's and boy's shirts.	Registered	
United States	FZL&Z, P.C.	WOMAN POWER Maidenform, Inc.	377069 11/25/70	917275 7/27/71	7/27/01			25		Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	YOUNG PERFORMERS Maidenform, Inc.	603385 6/9/86	1424036 1/6/87	1/6/07			25		Foundation garments, brassiers, lingerie, sleepwear, loungewear and panties.	Registered	
United States	FZL&Z, P.C.	YOUR BODY Maidenform, Inc.	377068 11/2/70	919016 8/24/71	8/24/01			25		Foundation garments.	Registered	
United States	FZL&Z, P.C.											

TRADEMARK SECURITY AGREEMENT

TRADEMARK SECURITY AGREEMENT, dated as of August 31, 2000, by MAIDENFORM, INC., a New York corporation ("Grantor"), in favor of GENERAL ELECTRIC CAPITAL CORPORATION, a New York corporation, in its capacity as Agent for Lenders.

WITNESSETH:

WHEREAS, Agent, Lenders and Borrowers have entered into certain financing arrangements pursuant to the Credit Agreement, dated as of July 28, 1999, by and between General Electric Capital Corporation, for itself, as Lender, and as Agent for Lender and the other Lenders signatory thereto from time to time, and Grantor and the other Borrowers (as the same may have heretofore been or may hereafter be further amended, modified, supplemented, extended, renewed, restated or replaced, the "Credit Agreement"); and

WHEREAS, in order to secure its Obligations to Agent and Lenders, contemporaneously with the execution of the Credit Agreement, Grantor and the other Borrowers and Agent entered into and executed that certain Security Agreement dated July 28, 1999 (including all annexes, exhibits or schedules thereto, as from time to time amended, restated, supplemented or otherwise modified, the "Security Agreement"); and

WHEREAS, Agent, Lenders, Grantor and the other Borrowers have entered into Amendment No. 4 to Credit Agreement dated as of August 31, 2000 ("Amendment No. 4") pursuant to which, among other things, Grantor is required to execute and deliver to Agent, for itself and the ratable benefit of Lenders, this Trademark Security Agreement.

NOW, THEREFORE, in consideration of the premises and mutual covenants herein contained and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Grantor hereby agrees as follows:

1. **DEFINED TERMS.** All capitalized terms used but not otherwise defined herein have the meanings given to them in Annex A thereto to the Credit Agreement.

2. **GRANT OF SECURITY INTEREST IN TRADEMARK COLLATERAL.** Grantor hereby grants to Agent, on behalf of itself and Lenders, a continuing first priority security interest in all of Grantor's right, title and interest in, to and under the following, whether presently existing or hereafter created or acquired (collectively, the "Trademark Collateral"):

(a) all of its Trademarks and Trademark Licenses to which it is a party including those referred to on Schedule I hereto;

(b) all reissues, continuations or extensions of the foregoing;

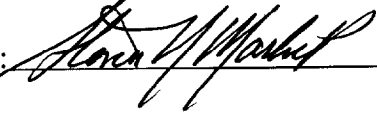
(c) all goodwill of the business connected with the use of, and symbolized by, each Trademark and each Trademark License; and

(d) all products and proceeds of the foregoing, including, without limitation, any claim by Grantor against third parties for past, present or future (i) infringement or dilution of any Trademark or Trademark licensed under any Trademark License or (ii) injury to the goodwill associated with any Trademark or any Trademark licensed under any Trademark License.

3. SECURITY AGREEMENT. The security interests granted pursuant to this Trademark Security Agreement are granted in conjunction with the security interests granted to Agent, on behalf of itself and Lenders, pursuant to the Security Agreement and Amendment No.4. Grantor hereby acknowledges and affirms that the rights and remedies of Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Security Agreement and Amendment No.4., the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

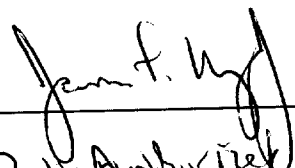
IN WITNESS WHEREOF, Grantor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

MAIDENFORM, INC.

By: 
Title: EXECUTIVE VICE PRESIDENT
+ Secretary

ACCEPTED AND ACKNOWLEDGED BY:


GENERAL ELECTRIC CAPITAL CORPORATION

By: 
Title: Duly Authorized Signatory

ACKNOWLEDGMENT OF GRANTOR

STATE OF New Jersey)
)
COUNTY OF Hudson) ss.

On this 19 day of September, 2000 before me personally appeared Steven J. Markot, proved to me on the basis of satisfactory evidence to be the person who executed the foregoing instrument on behalf of Maidenform, Inc, who being by me duly sworn did depose and say that he is an authorized officer of said corporation, that the said instrument was signed on behalf of said corporation as authorized by its Board of Directors and that he acknowledged said instrument to be the free act and deed of said corporation.


Notary Public SHARON FALKOWITZ
NOTARY PUBLIC STATE OF NEW JERSEY
127 CALVERT STREET, SUITE 200
NEWARK, NJ 07102

SCHEDULE I
to
TRADEMARK SECURITY AGREEMENT
TRADEMARK REGISTRATIONS

Mark, U.S. Reg. No., Date: see attached

TRADEMARK APPLICATIONS: see attached

TRADEMARK LICENSES WITH RESPECT TO U.S. TRADEMARKS

Name of Agreement, Parties, Date of Agreement

- (a) License Agreement dated March 15, 1999 between Wiesner Products, Inc., as licensee, and Maidenform, Inc., as licensor, for use of the Maidenform trademark in connection with the manufacture and sale of ladies slippers and slipper sox.
- (b) License Agreement dated February 16, 1999, as amended and supplemented, between Wundies Enterprises, Inc., as licensee, and Maidenform, Inc., as licensor, for use of the Maidenform trademark in connection with the manufacture and sale of underwear, sleepwear and bras for girls.
- (c) License Agreement dated December 23, 1999 between Lady Ester Lingerie Corporation, as licensee, and Maidenform, Inc., as licensor, for use of the Maidenform trademark in connection with girls slips.

Maidenform, Inc.

Country	Matter No.	Mark	App. No.	Reg. No.	Ren. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
Agent	Owner	Date	Reg. Date	Tax Date	Local Classes	Goods/Services	Status	Comments			
United States	TR-81/00989	AFTER 10 Maidenform, Inc.	122010	740948	11/20/02	25	Foundation garments for teen-age and pre-teenage girls.	Registered			
FZL&Z, P.C.			6/14/61	11/20/62							
United States	ALL THE TIME Maidenform, Inc.	75/714609	2336014	3/28/10	25	Brasieres and other foundation garments.	Registered				
FZL&Z, P.C.		5/27/99	3/28/00	3/28/05							
United States	ARABESQUE Maidenform, Inc.	345495	1228569	2/22/03	25	Foundation garments and undergarments for women.	Registered				
FZL&Z, P.C.		1/13/82	2/22/83								
United States	ARLETTE Maidenform, Inc.	291558	854695	8/13/08	25	Foundation garments and lingerie.	Registered				
FZL&Z, P.C.		2/21/68	8/13/68								
United States	B-COMFORTABLE Maidenform, Inc.	517691	1354360	8/13/05	25	Women's undergarments namely, brasieres.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.			
FZL&Z, P.C.		1/14/85	8/13/85								
United States	BACK UP Maidenform, Inc.	54283	1063374	4/12/07	25	Women's bras and girdles.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.			
FZL&Z, P.C.		6/5/75	4/12/77								
United States	BARB DEVIL Maidenform, Inc.	192303	784480	2/2/05	25	Foundation garments.	Registered				
FZL&Z, P.C.		4/29/64	2/2/65								
United States	BARRELY ME Maidenform, Inc.	344508	899726	9/29/10	25	Foundation garments, lingerie, sleepwear, and loungewear.	Registered				
FZL&Z, P.C.		11/25/69	9/29/70								

Country	Matter No.	Mark	App. No.	Reg. No.	Use Date	Int'l Classes	Goods/Services	Status	Comments
United States	BARROQUE	Maidenform, Inc.	197036	787219	3/23/05	25	Foundation garments.	Registered	
FZL&Z, P.C.	BAUBLES	Maidenform, Inc.	136666	743041	1/1/03	25	Foundation garments.	Registered	
United States	BE BRIEF	Maidenform, Inc.	469963	1342803	6/18/05	25	Women's panties, girdles, corsets, lingerie, lightweight bras and panty girdles.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.	BE SLIM	Maidenform, Inc.	71760	1050123	10/12/06	25	Women's bras and girdles.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
United States	BEGUILLEMENT	Maidenform, Inc.	291947	834698	8/13/08	25	Foundation garments.	Registered	
FZL&Z, P.C.	BIT OF BRIGHTNESS	Maidenform, Inc.	2150	995640	10/14/04	25	Foundation garments and lingerie.	Registered	
United States	BIT OF COLOR	Maidenform, Inc.	9/27/73	10/15/74	10/14/04	25	Foundation garments and lingerie.	Registered	
FZL&Z, P.C.	BODY HUGS	Maidenform, Inc.	76/064644	6/7/00		25	Brasiers, panties and other foundation garments.	Application pending	
United States	BODY TALK	Maidenform, Inc.	377087	916765	7/20/01	25	Foundation garments and lingerie.	Registered	
FZL&Z, P.C.			11/25/70	7/20/71					

Country	Matter No.	Mark	App. No.	Reg. No.	Ren. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
Agent	Owner	Date	Reg. Date	Tax Date							
United States	BODY THING	377077	919017	8/23/01	25	Foundation garments and lingerie.	Registered				
FZL&Z, P.C.	Maidenform, Inc.	11/25/70	8/24/71								
United States	BODYMATES	408417	949861	1/2/03	25	Foundation garments and lingerie.	Registered				
FZL&Z, P.C.	Maidenform, Inc.	11/22/71	1/2/73								
United States	BRAVO	73521157	1358147	9/3/05	25	Bra pads.	Registered				
FZL&Z, P.C.	Maidenform, Inc.	2/7/85	9/3/85								
United States	BRIEF ENCOUNTER	388632	924754	11/30/01	25	Foundation garments and lingerie.	Registered				
FZL&Z, P.C.	Maidenform, Inc.	4/8/71	11/30/71								
United States	BRIEFLING	314299	873495	7/22/09	25	Foundation garments and lingerie.	Registered				
FZL&Z, P.C.	Maidenform, Inc.	12/12/68	7/22/69								
United States	BRIEFLING	235840	819563	11/29/06	25	Foundation garments.	Registered				
FZL&Z, P.C.	Maidenform, Inc.	1/5/66	11/29/66								
United States	CHANSONNETTE	71385524	344845	4/6/07	25	Brassieres, bandeaux, corsees, corselets, panties, panty-girdles, girdles, and garter belts.	Registered				
FZL&Z, P.C.	Maidenform, Inc.	11/14/36	4/6/37								
United States	CHANTILLY	324574	1315862	1/22/05	25	Foundation garments, brassieres, lingerie, sleepwear, loungewear and panties for women.	Registered				
FZL&Z, P.C.	Maidenform, Inc.	8/21/81	1/22/85								
United States	CLEARLY ME	377075	917279	7/27/01	25	Foundation garments and lingerie.	Registered				
FZL&Z, P.C.	Maidenform, Inc.	11/25/70	7/27/71								

Country	Matter No.	Mark	App. No.	Reg. No.	Use Date	Int'l Classes	Goods/Services	Status	Comments
Agent	Owner	Date	Reg. Date	Tax Date	Local Classes				
United States	COLOR ME PRETTY Maidenform, Inc.	404822 10/12/71	946851 11/7/72	11/7/02	25	Foundation garments and lingerie.	Registered		
FZL&Z, P.C.									
United States	COMFORT WIRE Maidenform, Inc.	320110 2/26/69	877465 9/23/69	9/23/09	25	Foundation garments and lingerie.	Registered		
FZL&Z, P.C.									
United States	CONCERTINA Maidenform, Inc.	123334 7/3/61	733831 7/3/62	7/3/02	25	Foundation garments.	Registered		
TR-81/00991									
FZL&Z, P.C.									
United States	CONFECTION Maidenform, Inc.	72273557 6/12/67	838885 11/14/67	11/14/07	25	Foundation garments and lingerie.	Registered		
United States	COTTON UP Maidenform, Inc.	467034 8/30/73	995348 10/8/74	10/7/04	25	Foundation garments and lingerie.	Registered		
FZL&Z, P.C.									
United States	COUNTER-PART Maidenform, Inc.	72240931 3/14/66	826929 4/4/67	4/4/07	25	Foundation garments.	Registered		
United States	COUNTERPOINT Maidenform, Inc.	522112 5/8/47	437024 3/2/68	3/2/08	25	Brasiers.	Registered		
TR-88/02352									
FZL&Z, P.C.									
United States	CUSTOMIZE IT Maidenform, Inc.	75715729 5/27/99	2379153 8/22/00	8/22/10 8/22/05	25	Brasiers, panties and other foundation garments.	Registered		
United States	DAY DREAMS Maidenform, Inc.	72098661 6/8/60	717213 6/20/61	6/20/01	25	Foundation garments, namely brasiers.	Registered		

Country	Mark	App. No.	Reg. No.	Ren. Date	Int'l Classes	Goods/Services	Status	Comments
Agent	Owner	Date	Reg. Date	Tax Date	Local Classes			
United States	DEC-LA-TAY Stylized Maidenform, Inc.	339403 6/30/33	307816 11/7/33	11/7/03	25	Brasiers.	Registered	
FZL&Z, P.C.								
United States	DEFINITION Maidenform, Inc.	291946 2/27/68	834697 8/13/68	8/13/08	25	Foundation garments.	Registered	
FZL&Z, P.C.								
United States	DELLECTABLES Maidenform, Inc.	270030 4/26/67	836341 10/3/67	10/3/07	25	Foundation garments and lingerie.	Registered	
FZL&Z, P.C.								
United States	DELICACY Maidenform, Inc.	285498 11/24/67	848720 5/7/68	5/7/08	25	Foundation garments and lingerie.	Registered	
FZL&Z, P.C.								
United States	DIALOGUE Maidenform, Inc.	172924 7/12/63	766435 3/10/64	3/10/04	25	Foundation garments.	Registered	
FZL&Z, P.C.								
United States	DIAMOND TOUCH Maidenform, Inc.	230270 10/15/65	816653 10/11/66	10/11/06	25	Foundation garments.	Registered	
FZL&Z, P.C.								
United States	DO IT IN STYLE Maidenform, Inc.	371776 6/28/82	1244621 7/5/83	7/5/03	25	Foundation garments, brasiers, lingerie, sleepwear, loungewear and panties.	Registered	
FZL&Z, P.C.								
United States	DREAM Maidenform, Inc.	187257 9/28/78	1129002 1/8/80	1/7/10	25	Foundation garments, brasiers, lingerie, panties and swimwear.	Registered	
FZL&Z, P.C.								
United States	DREAM BY MAIDENFORM Stylized Maidenform, Inc.	99068 6/15/60	714771 5/2/61	5/1/01	25	Foundation garments, namely brasiers.	Registered	
FZL&Z, P.C.								

Country	Matter No.	Mark	App. No.	Reg. No.	Ren. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
Agent	Owner	Date	Reg. Date	Tax Date							
United States	DREAM FLOWERS	171897	767908	4/7/04	25	Foundation garments.	Registered				
FZL&Z, P.C.	Maidenform, Inc.	6/23/63	4/7/64								
United States	DREAM-AIRE	128744	743826	1/15/03	25	Foundation garments.	Registered				
FZL&Z, P.C.	Maidenform, Inc.	9/27/61	1/15/63								
United States	DREAMETTES	122009	734220	7/10/02	25	Foundation garments.	Registered				
TR-81/00992	Maidenform, Inc.	6/14/61	7/10/62								
FZL&Z, P.C.	DREAMFORM	72090309	1062316	3/29/07	25	Bras, girdles and items of lingerie.	Registered				
United States	Maidenform, Inc.	6/14/76	3/29/77								
United States	DREAMLINER	123335	799405	10/16/02	25	Foundation garments.	Registered				
TR-81/00994	Maidenform, Inc.	7/3/61	10/16/62								
FZL&Z, P.C.	DREAMTIME	169952	769991	5/19/04	25	Foundation garments.	Registered				
United States	Maidenform, Inc.	5/29/63	5/19/64								
FZL&Z, P.C.	DREAMWEAR	334175	887553	3/10/10	25	Foundation garments, lingerie, sleepwear and loungewear.	Registered				
United States	Maidenform, Inc.	8/1/69	3/10/70								
FZL&Z, P.C.	EASY TOUCH	228054	811754	7/26/06	25	Foundation garments.	Registered				
United States	Maidenform, Inc.	9/17/65	7/26/66								
FZL&Z, P.C.	EMPHASIS	85357	700601	7/4/10	25	Foundation garments, namely brassieres.	Registered				
United States	Maidenform, Inc.	11/16/59	7/5/60								
TR-79/00748											
FZL&Z, P.C.											

Country	Matter No.	Mark	Owner	App. No.	Reg. No.	Ren. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	TT-92/03129	EXCLUSIVELY YOURS	Maidenform, Inc.	724504	1513696	11/22/08	11/22/08	25		Briefs and bodybriefers.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.				425/88	11/22/88							
United States	TA-89/00791	FASHION TIME	Maidenform, Inc.	305614	867223	3/25/09	3/25/09	25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.				821/68	3/25/69							
United States		FASHION TIME	Maidenform, Inc.	367467	913882	6/8/01	6/8/01	25		Foundation garments, lingerie, sleepwear and loungewear.	Registered	
FZL&Z, P.C.				877/70	6/8/71							
United States		FIRST INVENTIONS	Maidenform, Inc.	128065	737199	9/4/02	9/4/02	25		Foundation garments.	Registered	
FZL&Z, P.C.				9/18/61	9/4/62							
United States		FLAUNT IT	Maidenform, Inc.	76037828				25		Panties, brassieres and other foundation garments.	Application pending	
FZL&Z, P.C.				5/1/00								
United States		FLEX-O-TONER	Maidenform, Inc.	693504	1493266	6/21/08	6/21/08	25		Girdles.	Registered	Assignment from True Form Foundations Corp. recorded 03/16/92.
FZL&Z, P.C.				11/3/87	6/21/88							
United States		FLEXAIRE	Maidenform, Inc.	439035	387227	5/6/01	5/6/01	25		Girdles, corsets and brassieres, and combinations thereof, and bathing suits.	Registered	Assignment from Artistic Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.				12/20/40	5/6/41							
United States		FLEXEES	Maidenform, Inc.	79/606118	2311583	1/25/10	1/25/10	25		Briefs, slips, bodybriefers, girdles, panties, brassieres and other foundation garments.	Registered	
FZL&Z, P.C.				12/11/98	1/25/00							
United States		FLEXEES Stylized	Maidenform, Inc.	547224	509087	4/26/09	4/26/09	25		Girdles, corsets and brassieres and combinations thereof.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.				1/16/48	4/26/49							

Country	Matter No.	Mark	Owner	App. No.	Reg. No.	Ren. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	TT-92/03129	FLEXEES Stylized	Maidenform, Inc.	71/36488	305623	8/22/03		25		Girdles, corsets and brassieres and combinations thereof.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.				4/6/33	8/22/33							
United States	TR-81/00995	FLOWERETTE	Maidenform, Inc.	123551	733130	6/19/02		25		Foundation garments.	Registered	
FZL&Z, P.C.				7/7/61	6/19/62							
United States	TR-81/00996	FRAME-UP	Maidenform, Inc.	122011	729506	4/3/02		25		Foundation garments.	Registered	
FZL&Z, P.C.				6/14/61	4/4/62							
United States	TR-80/00664	FRAPPE	Maidenform, Inc.	112742	723645	11/6/01		25		Foundation garments, particularly girdles.	Registered	
FZL&Z, P.C.				1/30/61	11/7/61							
United States	TR-80/00664	FRENCH FANCY	Maidenform, Inc.	122866	1081155	1/2/08		25		Lingerie, bras, girdles and panties.	Registered	
FZL&Z, P.C.				4/15/77	1/3/78							
United States	TA-79/01818	GOOD FIGURING	Maidenform, Inc.	208499	1140872	10/27/10		25		Foundation garments, brassieres, lingerie, sleepwear, loungewear, panties and swimwear.	Registered	
FZL&Z, P.C.				3/22/79	10/28/80							
United States	TA-79/01818	GOOD SENSE	Maidenform, Inc.	438225	968705	9/18/03		25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.				10/13/72	9/18/73							
United States	TA-79/01818	HALF WAY	Maidenform, Inc.	227426	814567	9/6/06		25		Foundation garments.	Registered	
FZL&Z, P.C.				9/8/65	9/6/66							
United States	TA-79/01818	HI-WIRE	Maidenform, Inc.	172925	774626	8/4/04		25		Foundation garments.	Registered	
FZL&Z, P.C.				7/12/63	8/4/64							

Country	Matter No.	Mark	Owner	App. No.	Reg. No.	Ren. Date	Use Date	Tax Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	TT-92/03129	HIDDEN ADVANTAGE	Maldenform, Inc.	73754407	1610621	8/21/10			25		Briefs.	Registered	
FZL&Z, P.C.				9/27/88	8/21/90								
United States	TA-92/03402	HIP SLIMMER	Maldenform, Inc.	74/138835	1722059	10/6/02			25		Girdles.	Registered	
FZL&Z, P.C.				2/13/91	10/6/92								
United States	TT-92/03129	HOLD ME LIGHTLY	Maldenform, Inc.	72/434732	968697	9/18/03			25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.				9/5/72	9/18/73								
United States	TT-92/03129	HYDRACURVES	Maldenform, Inc.	9/14/00					25		Bras, panties and other foundation garments.	Instructed	
FZL&Z, P.C.													
United States	TT-92/03129	TM ON A DIET	Maldenform, Inc.	34957	1024730	11/1/05			25		Bras and panties.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.				10/18/74	11/11/75								
United States	TT-92/03129	INSTANT SLIMMER	Maldenform, Inc.	74/046737	1665894	11/26/01			25		Bodybriefers and briefs.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.				4/6/90	11/26/91								
United States	TR-79/00429	KEEP ME IN STYLE	Maldenform, Inc.	2148	994367	9/30/04			25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.				9/27/73	10/1/74								
United States	TT-92/03129	LACE CONFECTION	Maldenform, Inc.	314295	873491	7/22/09			25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.				12/12/68	7/22/69								
United States	TT-92/03129	LACE LIMAGE	Maldenform, Inc.	724507	1515519	12/6/08			25		Bras, briefs, panties and body briefs.	Registered	
FZL&Z, P.C.				4/25/88	12/6/88								

Country	Matter No.	Mark	App. No.	Reg. No.	Ren. Date	Use Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	FZL&Z, P.C.	LACERY	197145	787222	3/23/05	3/23/05	25		Foundation garments.	Registered	
United States	FZL&Z, P.C.	LETTER PERFECT	387150	1258626	11/22/03		25		Foundation garments, brassieres, lingerie, sleepwear, loungewear and panties.	Registered	
United States	FZL&Z, P.C.	TA-82/02114	9/20/82	11/22/83							
United States	FZL&Z, P.C.	LLASONS	371771	1244620	7/5/03		25		Foundation garments, brassieres, lingerie, sleepwear, loungewear and panties.	Registered	
United States	FZL&Z, P.C.	LIQUIDCURVES	75/829052				25		Bras, panties and other foundation garments.	Application pending - suspended	
United States	FZL&Z, P.C.	LITTLE DIFFERENCE	72/438219	974386	12/4/03		25		Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	LITTLE LUXURIES	122865	1081154	1/3/08		25		Lingerie, bras, girdles and panties.	Registered	
United States	FZL&Z, P.C.	LITTLE NOTION	377085	918592	8/17/01		25		Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	LUSTRE etc. & Heart Design	74/049232	1641352	4/16/01		25		Brassieres, body briefers and briefs.	Registered	Assignment from True Form Foundations Corp. recorded 03/16/92.
United States	FZL&Z, P.C.	LUSTRE-WIRE	360208	902663	11/17/00		25		Foundation garments.	Registered	
United States	FZL&Z, P.C.	LUSTRE-WIRE	5/19/70	11/17/70							

Country	Matter No.	Mark	App. No.	Reg. No.	Ren. Date	Use Date	Tax Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	FZL&Z, P.C.	MAIDENNETTE	272606	252399	2/4/09	25				Brassieres.	Registered	
United States	FZL&Z, P.C.	MAIDENFORM	104466	719353	7/30/01	25				Foundation garments, particularly brassieres, girdles, combination brassieres and girdles, pantie-girdles.	Registered	
United States	FZL&Z, P.C.	MAIDENFORM	9/1/4/60	8/1/61								
United States	FZL&Z, P.C.	MAIDENFORM	72/428326	971400	10/23/03	25				Foundation garments, garter belts, lingerie, sleepwear, loungewear, beachwear and swimwear.	Registered	
United States	FZL&Z, P.C.	MAIDENFORM	6/30/72	10/23/73								
United States	FZL&Z, P.C.	MAIDENFORM	599833	547558	9/4/01	25				Brassieres, bandeaux, corsets, corsetics, panties, pantie-girdles, girdles and garter belts.	Registered	
United States	FZL&Z, P.C.	MAIDENFORM	6/27/50	9/4/51								
United States	FZL&Z, P.C.	MAIDENFORM Stylized	392532	927373	1/18/02	25				Foundation garments, garter belts, lingerie, beachwear, namely swimsuits.	Registered	
United States	FZL&Z, P.C.	MAIDENFORM, Inc.	5/19/71	1/18/72								
United States	FZL&Z, P.C.	MASQUERADE	677893	612652	9/20/05	25				Brassieres.	Registered	
United States	FZL&Z, P.C.	MAIDENFORM, Inc.	12/7/54	9/20/75								
United States	FZL&Z, P.C.	MEMORY STRETCH	26355	1035385	3/9/06	25				Girdles.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
United States	FZL&Z, P.C.	MAIDENFORM, Inc.	7/9/74	3/9/76								
United States	FZL&Z, P.C.	MERELY ME	344512	894220	7/7/10	25				Foundation garments, lingerie, sleepwear, and loungewear.	Registered	
United States	FZL&Z, P.C.	MAIDENFORM, Inc.	11/25/69	7/7/70								
United States	FZL&Z, P.C.	MINI-CLING	314297	873493	7/21/09	25				Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	MAIDENFORM, Inc.	12/12/68	7/22/69								

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United States	FZL&Z, P.C.	MINI-WIRE Maidenform, Inc.	360205 5/19/70	902660 11/17/70	11/17/00	25			Foundation garments.	Registered	
United States	FZL&Z, P.C.	MORE OR LESS Maidenform, Inc.	72430250 7/19/72	963689 7/10/73	7/10/03	25			Foundation garments.	Registered	
United States	FZL&Z, P.C.	NEARLY YOU Maidenform, Inc.	344513 11/25/69	901842 11/3/70	11/3/00	25			Foundation garments, lingerie, sleepwear, and loungewear.	Registered	
United States	FZL&Z, P.C.	NICE 'N SPICY Maidenform, Inc.	157572 2/3/78	1153209 5/5/81	5/4/01	25			Foundation garments, brasieres, lingerie, sleepwear, loungewear, panties, swimwear.	Registered	
United States	FZL&Z, P.C.	NICE FEELING Maidenform, Inc.	438216 10/13/72	974040 11/27/73	11/27/03	25			Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	NITE 'N-DAY Stylized & Design Maidenform, Inc.	528699 7/16/47	502626 10/5/48	10/5/08	25			Corsets, girdles and foundation garments.	Registered	Assignment from True Form Foundations Corp. recorded 03/16/92.
United States	FZL&Z, P.C.	NO-SHOW Maidenform, Inc.	360202 5/19/70	902657 11/17/70	11/17/10	25			Foundation garments, lingerie, sleepwear and loungewear.	Registered	
United States	FZL&Z, P.C.	NO-SHOW NATURALS Maidenform, Inc.	72081296 3/24/76	1048581 9/21/76	9/21/06	25			Foundation garments and lingerie.	Registered	
United States	FZL&Z, P.C.	ONCE OVER LIGHTLY Maidenform, Inc.	291951 2/27/68	834702 8/13/68	8/13/08	25			Foundation garments.	Registered	

Country	Matter No.	Mark	App. No.	Reg. No.	Ren. Date	Use Date	Local Classes	Goods/Services	Status	Comments
United States	TR-80/00669	ONCE OVER Stylized	436132	384683	1/27/01	1/27/01	25	Foundation garments.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	9/19/40	1/28/61						
United States	TT-92/03129	PANIX	435948	384670	1/28/01	1/28/01	25	Foundation garments consisting of corsets, girdles, corsets and brassieres.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.		Maidenform, Inc.	9/13/40	1/28/41						
United States	PANTINO		72/060762	680841	6/23/09	6/23/09	25	Women's and misses' sportswear namely, slacks, shorts, skirts and blouses, commonly sold as coordinates.	Registered	
United States	PRE-LUDE		10/16/58	623/59	8/28/04	8/28/04	25	Brassieres, bandeaux, corsets, corsets, and girdles.	Registered	
United States	PRECIOUS LITTLE		4/10/34	828/34	1/4/02	1/4/02	25	Foundation garments, garter belts, lingerie, and beachwear, namely swimsuits.	Registered	
United States	PRETTY ROXY		1/9/71	1/4/72						
United States	TA-79/01661	Maidenform, Inc.	233397	1181197	12/7/01	12/7/01	25	Foundation garments, brassieres, lingerie, sleepwear, loungewear, panties and swimwear.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	10/1/79	12/8/81						
United States	PRETTY GIRL		303582	864584	2/4/09	2/4/09	25	Women's and misses' girdles, party girdles, lingerie and hosiery.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
United States	TT-92/03129	Maidenform, Inc.	7/25/68	2/4/69						
FZL&Z, P.C.		Maidenform, Inc.	7/25/68	2/4/69						
United States	PRETTY GIRL Stylized		71/608441	551120	11/20/01	11/20/01	25	Girdles and party girdles.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
United States	TT-92/03129	Maidenform, Inc.	1/5/51	11/20/51						
FZL&Z, P.C.		Maidenform, Inc.	1/5/51	11/20/51						
United States	PRETTY PRO		221350	1149918	3/30/01	3/30/01	25	Foundation garments, brassieres, lingerie, sleepwear, loungewear, panties and swimwear.	Registered	
United States	TA-79/00946	Maidenform, Inc.	6/27/79	3/31/81						
FZL&Z, P.C.		Maidenform, Inc.	6/27/79	3/31/81						

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United States	TA-79/00947	PRETTY SHAPELY	Maidenform, Inc.	221351	1149919	3/30/01		25		Foundation garments, brassieres, lingerie, sleepwear, loungewear, panties and swimwear.	Registered	
FZL&Z, P.C.				6/27/79	3/31/81							
United States		PRINTS CHARMING	Maidenform, Inc.	306615	872632	7/8/09		25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.				9/5/68	7/8/69							
United States		PRIVATE AFFAIR	Maidenform, Inc.	623727	572600	3/31/03		25		Brassieres.	Registered	
FZL&Z, P.C.				1/17/52	3/31/73							
United States		PRIZE POSSESSIONS	Maidenform, Inc.	291554	854227	8/6/08		25		Foundation garments.	Registered	
FZL&Z, P.C.				2/21/68	8/6/68							
United States		RATED X	Maidenform, Inc.	386792	924326	11/23/01		25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.				3/19/71	11/23/71							
United States		REAL THING	Maidenform, Inc.	72438220	974640	12/11/03		25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.				10/13/72	12/11/73							
United States		RENDEZVOUS	Maidenform, Inc.	74418336	1833907	5/3/04		25		Foundation garments.	Registered	
FZL&Z, P.C.				7/26/93	5/3/94							
United States		SARONG	Maidenform, Inc.	686394	622338	2/28/06		25		Corsets and girdles.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.				4/27/55	2/28/56							
United States		SARONG	Maidenform, Inc.	148910	749821	5/21/03		25		Girdles and brassieres.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.				7/12/62	5/21/63							

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United States	TT-92/03129	SARONG Stylized	Maldenform, Inc.	71/593608	553826	1/22/02	25		Cosets, girdles, and brassieres.	Registered	Assignment from True Form Foundations, Inc. recorded 03/16/92.
FZL&Z, P.C.											
United States		SATIN SEDUCTION	Maldenform, Inc.	74/626907	1946806	1/9/06	25		Bras and panties.	Registered	
FZL&Z, P.C.											
United States		SEA DREAM	Maldenform, Inc.	267577	835526	9/19/07	25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.											
United States	TR-79/00422	SECRET CENTER	Maldenform, Inc.	455104	982013	4/8/04	25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.											
United States		SECRET CIRCLE	Maldenform, Inc.	52472	1038532	4/28/06	25		Brassieres, girdles, slips and panties.	Registered	
FZL&Z, P.C.											
United States		SEEN-LESS	Maldenform, Inc.	360206	902661	11/17/00	25		Foundation garments, lingerie, sleepwear and loungewear.	Registered	
FZL&Z, P.C.											
United States	TA-92/07572	SELF-EXPRESSIONS	Maldenform, Inc.	74/311299	1771562	5/18/03	25		Bras and panties.	Registered	
FZL&Z, P.C.											
United States		SHAPE ME	Maldenform, Inc.	403411	947309	11/14/02	25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.											
United States		SHAPE ME PRETTY	Maldenform, Inc.	2147	989353	7/29/04	25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.											

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Agent	Owner	Date	Reg. Date	Tax Date						
United States	SHAPE ME SWEETLY Maidenform, Inc.	2146 9/27/73	989352 7/30/74	7/29/04	25			Foundation garments and lingerie.	Registered	
United States	SHAPE-MATES Maidenform, Inc.	310967 10/31/68	870953 6/10/69	6/10/09	25			Foundation garments and lingerie.	Registered	
FZL&Z, P.C.	SHEER EASE Maidenform, Inc.	72230268 10/15/65	826916 4/4/67	4/4/07	25			Foundation garments.	Registered	
United States	SHEER MUSIC Maidenform, Inc.	223808 7/20/65	811734 7/20/65	7/26/06	25			Foundation garments.	Registered	
United States	SHEER-THING Maidenform, Inc.	377083 11/25/70	917283 7/27/71	7/27/01	25			Foundation garments and lingerie.	Registered	
United States	SHERBLING Maidenform, Inc.	377073 11/25/70	918108 8/10/71	8/10/01	25			Foundation garments and lingerie.	Registered	
United States	SHIMMER-SHEER Maidenform, Inc.	377070 11/25/70	917276 7/27/71	7/27/01	25			Foundation garments and lingerie.	Registered	
United States	SHIMMERLING Maidenform, Inc.	377076 11/25/70	917280 7/27/71	7/27/01	25			Foundation garments and lingerie.	Registered	
United States	SIMPLE SOLUTIONS Maidenform, Inc.	75/129271 7/2/96	2081350 7/22/97	7/22/07 7/22/03	25			Bras and panties.	Registered	

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United States	TT-92/03129	SIMPLY BETTER Maidenform, Inc.	724542 4/25/88	1559070 10/3/89	10/3/09	25			Bras and briefs.	Registered	Assignment from True Form Foundations. recorded 03/16/92.
United States	FZL&Z, P.C.	SKIN WEAR Maidenform, Inc.	377079 11/5/70	925156 12/7/71	12/7/01	25			Foundation garments and lingerie.	Registered	
United States		SKIN WEAR Maidenform, Inc.	72377079 11/25/70	925156 12/7/71	12/7/01	25			Foundation garments and lingerie.	Registered	
United States		SLIGHT ADVANTAGE Maidenform, Inc.	403410 9/23/71	947308 11/14/72	11/14/02	25			Foundation garments and lingerie.	Registered	
United States		SMALL TALK Maidenform, Inc.	438217 10/13/72	975057 12/18/73	12/18/03	25			Foundation garments and lingerie.	Registered	
United States		SMOOTH OPERATOR Maidenform, Inc.	377067 11/25/70	918588 8/17/71	8/17/01	25			Foundation garments and lingerie.	Registered	
United States		SMOOTH SENSATIONS Maidenform, Inc.	75/348632 8/28/97	2245111 5/11/99	5/11/09 5/11/05	25			Undergarments and foundations.	Registered	
United States		SOFTALLURE Maidenform, Inc.	371818 6/28/82	1245424 7/12/83	7/12/03	25			Foundation garments, brassieres, lingerie, sleepwear, loungewear and panties.	Registered	
United States		SOMETHING SHAPELY Maidenform, Inc.	126732 5/16/77	1081860 1/10/78	1/10/08	25			Lingerie, bras, girdles and panties.	Registered	

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United States	TA-91/08567	SOMETHING SPECIAL	74/156695	1720387	9/29/02	9/29/02	25	25	Women's foundation garments and intimate apparel, namely, brassieres, panties and girdles.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	4/12/91	9/29/92							
United States		SPLITS Stylized	71/465102	406780	4/25/04		25	25	Women's petticoats, panties, and combination petticoats and panties.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	11/18/43	4/25/44							
United States		STRETCH-CONFECTION	314298	873494	7/22/09		25	25	Foundation garments and lingerie.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	12/12/68	7/22/69							
United States		STYLEMASTER	12/27/61	742026	12/11/02		25	25	Ladies' pants for outer wear.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	12/27/61	12/11/62							
United States		SUBTRACT	8119	992896	9/14/04		25	25	Ladies' panties and panty hose.	Registered	Assignment from True Form Foundati... recorded 03/16/92.
FZL&Z, P.C.		Maidenform, Inc.	12/5/73	9/10/74							
United States		SUBTRACT	78315	696818	4/26/10		25	25	Girdles.	Registered	Assignment from True Form Foundati... recorded 03/16/92.
FZL&Z, P.C.		Maidenform, Inc.	7/23/59	4/26/60							
United States		SUBTRACT ELITE	561025	1392474	5/6/06		25	25	Girdles.	Registered	Assignment from True Form Foundati... recorded 03/16/92.
FZL&Z, P.C.		Maidenform, Inc.	9/30/85	5/6/86							
United States		SWEET DREAMS	150574	751338	6/18/03		25	25	Nightgowns, peignoirs, sleep caps and sleep panties, and foundation garments.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	8/6/62	6/18/63							
United States		SWEET MISS	367470	913883	8/6/01		25	25	Foundation garments, lingerie, sleepwear and loungewear.	Registered	
FZL&Z, P.C.		Maidenform, Inc.	8/7/70	6/8/71							

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United States	TR-79/00430	SWEET MS. Maldenform, Inc.	2149 9/27/73	995639 10/15/74	10/14/04			25		Foundation garments, lingerie and beachwear, namely swimsuits.	Registered	
FZL&Z, P.C.												
United States		SWEET NOTHINGS Maldenform, Inc.	169954 5/29/63	765976 3/3/64	3/3/04			25		Foundation garments.	Registered	
FZL&Z, P.C.												
United States		SWEET SECRET Maldenform, Inc.	345550 12/8/69	898362 9/8/70	9/8/10			25		Foundation garments, lingerie, sleepwear and loungewear.	Registered	
FZL&Z, P.C.												
United States	TR-81/00999	SWEET SOMETHINGS Maldenform, Inc.	117805 3/3/77	1077962 11/22/77	11/22/07			25		Foundation garments, brassieres, lingerie, sleepwear and loungewear.	Registered	
FZL&Z, P.C.												
United States	TR-81/01000	SWEET TALK Maldenform, Inc.	94007 3/30/60	740668 11/13/62	11/13/02			25		Foundation garments, namely brassieres.	Registered	
FZL&Z, P.C.												
United States		SWEET THING Maldenform, Inc.	72235842 1/5/66	828608 5/9/67	5/9/07			25		Foundation garments.	Registered	
United States		TAKE THE PLUNGE Maldenform, Inc.	72438952 10/20/72	974042 11/27/73	11/27/03			25		Foundation garments and lingerie.	Registered	
United States		TENDER LACE Maldenform, Inc.	404824 10/12/71	947636 11/21/72	11/21/02			25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.												
United States	TT-92/03129	THE BRA FOR DIETERS Maldenform, Inc.	724532 4/25/88	1515520 12/6/88	12/6/08			25		Bras.	Registered	Assignment from True Form Foundations recorded 03/16/92.
FZL&Z, P.C.												

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United States	TR-88/02413	THE COTTON CONTINENTALS	Maidenform, Inc.	345218	1224348	1/18/03		25		Foundation garments, brassieres, jingerie, sleepwear, loungewear and panties all made in part or wholly from cotton.	Registered	
FZL&Z, P.C.				1/11/82	1/18/83							
United States	TR-88/04534	THE GLOW-TOGETHERS	Maidenform, Inc.	291949	854700	8/13/08		25		Foundation garments.	Registered	
FZL&Z, P.C.				2/27/68	8/13/68							
United States	TR-79/00986	THE MAIDENFORM WOMAN, YOU NEVER KNOW WHERE SHE'LL TURN UP	Maidenform, Inc.	228225	1162031	7/20/01		25		Foundation garments, brassieres, jingerie, sleepwear, loungewear, panties and swimwear.	Registered	
FZL&Z, P.C.				8/20/79	7/21/81							
United States	TR-79/00431	THE SHAPE MAKER	Maidenform, Inc.	41874	1000124	12/23/04		25		Girdles.	Registered	
FZL&Z, P.C.				4/18/74	12/24/74							
United States	TR-88/04535	THE TOTALLY TERRIFICS	Maidenform, Inc.	291672	854696	8/13/08		25		Foundation garments.	Registered	
FZL&Z, P.C.				2/23/68	8/13/68							
United States	TT-92/03129	TRUE FORM Stylized	Maidenform, Inc.	188871	186657	7/22/04		25		Corsets and brassieres.	Registered	Assignment from True Form Foundation, Inc. recorded 03/16/92.
FZL&Z, P.C.				11/24/1923	7/22/1924							
United States	FZL&Z, P.C.	UNDER RIGHT	Maidenform, Inc.	25551	654171	11/5/07		25		Brassieres.	Registered	
FZL&Z, P.C.				3/5/57	11/5/57							
United States	FZL&Z, P.C.	UNDER-FLING	Maidenform, Inc.	377086	917284	7/27/01		25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.				11/25/70	7/27/71							
United States	FZL&Z, P.C.	UNDER-SHEATH	Maidenform, Inc.	72240757	829138	5/23/07		25		Foundation garments.	Registered	
FZL&Z, P.C.				3/11/66	5/23/67							

Country	Matter No.	Mark	App. No.	Reg. No.	Ren. Date	Use Date	Inf'l Classes	Local Classes	Goods/Services	Status	Comments
United States	TT-92/03129	UNDER-WONDER Maidenform, Inc.	269029 4/13/67	877027 9/16/69	9/16/09		25		Party girdles.	Registered	Assignment from True Form Founda... recorded 03/16/92.
FZL&Z, P.C.											
United States	TR-87/02412	UNDERCURRENT Maidenform, Inc.	301017 6/21/68	862030 12/17/68	12/17/08		25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.											
United States		UNDERLINE Maidenform, Inc.	697115 10/25/55	628766 6/12/56	6/12/06		25		Foundation garments, girdles and slips.	Registered	
FZL&Z, P.C.											
United States		UNDERMOST Maidenform, Inc.	72212127 2/16/65	799139 11/23/65	11/23/05		25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.											
United States		UNDERSKINS Maidenform, Inc.	377080 11/25/70	918591 8/17/71	8/17/01		25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.											
United States		UNDERSTONE Maidenform, Inc.	72039149 10/18/57	665802 8/12/58	8/12/08		25		Brassieres.	Registered	
FZL&Z, P.C.											
United States		WANTED Maidenform, Inc.	110451 12/19/60	718982 7/25/61	7/24/01		25		Foundation garments, particularly brassieres.	Registered	
FZL&Z, P.C.											
United States		WHITE FLOWERS Maidenform, Inc.	29086 4/29/57	659393 3/11/78	3/11/08		25		Brassieres.	Registered	
FZL&Z, P.C.											
United States		WISE GUISE Maidenform, Inc.	72250080 7/12/66	820814 12/20/66	12/20/06		25		Foundation garments.	Registered	

Country	Matter No.	Matt	App. No.	Reg. No.	Ren. Date	Use Date	Tax Date	Int'l Classes	Local Classes	Goods/Services	Status	Comments
United States	TA-79/01817	WISSEGUYS Maidenform, Inc.	189306 10/16/78	1145820 1/13/81	1/12/01			25		Clothing, namely men's and boy's shirts.	Registered	
FZL&Z, P.C.												
United States		WOMAN POWER Maidenform, Inc.	377069 11/25/70	917275 7/27/71	7/27/01			25		Foundation garments and lingerie.	Registered	
FZL&Z, P.C.												
United States		YOUNG PERFORMERS Maidenform, Inc.	603385 6/9/86	1424036 1/6/87	1/6/07			25		Foundation garments, brassieres, lingerie, sleepwear, loungewear and panties.	Registered	
FZL&Z, P.C.												
United States		YOUR BODY Maidenform, Inc.	377068 11/27/90	919016 8/24/71	8/24/01			25		Foundation garments.	Registered	
FZL&Z, P.C.												