FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL

OMB Number: 3235-0287
Estimated average burden hours per response: 0.5

Check this box if no longer subject to
Section 16. Form 4 or Form 5
obligations may continue. See
Instruction 1(b)

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name an	· , , ,									Relationship of Reporting Person(s) to Issuer (Check all applicable)								
STEINOUR STEPHEN D						<u>L Brands, Inc.</u> [LB]									ector		10% Ov	vner
(Last) (First) (Middle) THREE LIMITED PARKWAY						3. Date of Earliest Transaction (Month/Day/Year) 03/31/2017									cer (give titl ow)	e	Other (s below)	specify
(Street) COLUMBUS OH 43230					4. If Amendment, Date of Original Filed (Month/Day/Year)									Individual or Joint/Group Filing (Check Applicable Line) X Form filed by One Reporting Person Form filed by More than One Reporting Person				
(City)	(S:		(Zip)		<u></u>													
Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned																		
1. Title of Security (Instr. 3) 2. Transac Date (Month/Da					Execution I			Date	Code (Ins	Transaction Dispose Code (Instr. 5)		ities Acquired (A) d Of (D) (Instr. 3, 4		d Secu Bend	nount of rities ficially ed Following	Forr (D)	rm: Direct or Indirect (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
									Code V	An	nount	(A) o (D)	Price	Tran	saction(s) . 3 and 4)			
Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned (e.g., puts, calls, warrants, options, convertible securities)																		
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year	3A. Deemed Execution Da if any (Month/Day/Y	ate, Tr	Code (Ins				6. Date Exercisable Expiration Date (Month/Day/Year)		and	7. Title and Amount of Securities Underlying Derivative Securit (Instr. 3 and 4)		8. Price Derivati Security (Instr. 5	/e derivati Securiti	ve es ially ng ed ction(s)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				C	ode	V	(A)	(D)	Date Exercisable	Expira Date	ation	Title	Amount or Number of Shares					
Phantom Stock	(1)	03/31/2017			A		2,376		(2)	(2)	2)	Common Stock, \$0.50 par value	2,376	\$0.000) 11,28	38 ⁽³⁾	D	

Explanation of Responses:

- 1. This award converts to common stock on a 1-for-1 basis.
- $2. \ The \ shares \ of \ phantom \ stock \ become \ payable \ upon \ the \ reporting \ person's \ termination \ of \ service \ as \ a \ director.$
- 3. Total holdings include shares acquired in exempt dividend reinvestment transactions.

Robert J. Tannous, Attorneyin-Fact

04/04/2017

** Signature of Reporting Person

Date

 $Reminder: Report \ on \ a \ separate \ line \ for \ each \ class \ of \ securities \ beneficially \ owned \ directly \ or \ indirectly.$

- * If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.