FORM 4

UNITED STATES SECURITIES AND EXCHANGE COMMISSION

Washington, D.C. 20549

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

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

OMB APPROVAL								
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Name and Address of Reporting Person* McGuigan Charles					L Brands, Inc. [LB]										Check	all app	licable)	g Person(s) to Is 10% C Other		
(Last) THREE I	(Fi LIMITED F	,	Middle)		3. Date of Earliest Transaction (Month/Day/Year) 03/10/2014 X Onicer (give the below) Pres Global Sourcing&								below)							
(Street) COLUM: (City)			13230 Zip)		4. If	4. If Amendment, Date of Original Filed (Month/Day/Year)								. Indivi ine) X						
		Tabl	e I - No	n-Deriv	ative	Sec	uritie	s Acc	quired	, Dis	posed o	f, or	Ben	eficia	ally (Owne	ed			
1. Title of Security (Instr. 3)				2. Transaction Date (Month/Day/Year)		r) Ex	2A. Deemed Execution Date, if any (Month/Day/Year)		Code (Instr.		4. Securities Acquired (A) Disposed Of (D) (Instr. 3, 4			(A) or 3, 4 an		Securi Benefi Owner	5. Amount of Securities Beneficially Dwned Following Reported		wnership m: Direct or Indirect nstr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
									Code	v	Amount	(A (D	() or ()	Price		Transa	ction(s)			(instr. 4)
Common	Stock, \$0.5	0 par value		03/10	/2014				Α											
Common	Stock, \$0.5	0 par value		08/29	/2014				A		1,962		A	\$0.0	000	5	54,080 D			
Common	Stock, \$0.5	s, \$0.50 par value 09/02/2014 F 622 D \$63.61 53,458						53,458 D		D										
	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. Deem Execution if any (Month/Da	n Date,	4. Transaction Code (Instr. 8)		of		6. Date E Expiration (Month/I	on Dat		7. Title and Amount of Securities Underlying Derivative Security (Inst and 4)			Deriv	Price of rivative curity str. 5)	9. Number or derivative Securities Beneficially Owned Following Reported Transaction (Instr. 4)	Owners Form: Direct (or Indir (I) (Inst	Ownership	11. Nature of Indirect Beneficial Ownership (Instr. 4)
					Code	v	(A)	(D)	Date Exercisable		Expiration Date	Amou or Numb of Title Share		mber						

Explanation of Responses:

Robert J. Tannous, Attorney-

in-Fact

** Signature of Reporting Person Date

09/03/2014

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.