

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP

OMB APPROVAL	
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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 and Address of Reporting Person * FINKELMAN DANIEL P			2. Issuer Name and Ticker or Trading Symbol LIMITED BRANDS INC [LTD]			5. Relationship of Reporting Person(s) to Issuer (Check all applicable) Director 10% Owner <input checked="" type="checkbox"/> Officer (give title below) Other (specify below) SVP, Brand & Business Planning		
(Last)	(First)	(Middle)	3. Date of Earliest Transaction (Month/Day/Year) 03/10/2004			6. Individual or Joint/Group Filing (Check Applicable Line) <input checked="" type="checkbox"/> Form filed by One Reporting Person Form filed by More than One Reporting Person		
THREE LIMITED PARKWAY			4. If Amendment, Date of Original Filed (Month/Day/Year)					
(Street) COLUMBUS OH 43230								
(City) (State) (Zip)								

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)		4. Securities Acquired (A) or Disposed Of (D) (Instr. 3, 4 and 5)			5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price			
Common Stock, \$0.50 par value								33,602	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. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)		5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)		6. Date Exercisable and Expiration Date (Month/Day/Year)		7. Title and Amount of Securities Underlying Derivative Security (Instr. 3 and 4)	8. Price of Derivative Security (Instr. 5)	9. Number of derivative Securities Beneficially Owned Following Reported Transaction(s) (Instr. 4)	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
				Code	V	(A)	(D)	Date Exercisable	Expiration Date					
Stock Option - Right to Buy	\$12.66							(1)	02/03/2013	Common Stock, \$0.50 par value	50,000	50,000	D	
Stock Option - Right to Buy (1/31/00)	\$15.3438							(1)	01/31/2010	Common Stock, \$0.50 par value	34,000	34,000	D	
Stock Option - Right to Buy (10/15/99)	\$20.9063							(1)	10/15/2009	Common Stock, \$0.50 par value	30,000	30,000	D	
Stock Option - Right to Buy (2/2/98)	\$12.6291							(2)	02/02/2008	Common Stock, \$0.50 par value	214,784	214,784	D	
Stock Option - Right to Buy (5/20/97)	\$9.079							(2)	05/20/2007	Common Stock, \$0.50 par value	214,782	214,782	D	
Stock Option - Right to Buy (8/12/96)	\$9.3118								08/12/2000 08/12/2006	Common Stock, \$0.50 par value	21,478	21,478	D	

Explanation of Responses:

- Option vests 25% per year beginning on the first anniversary of the date of grant.
- Option vests 10% on the first, second and third anniversaries of the date of grant, 15% on the fourth anniversary, 20% on the fifth anniversary and 35% on the sixth anniversary.

Remarks:

This report is being filed solely to report that effective March 10, 2004, Mr. Finkelman ceased to be an insider. The reported holdings reflect Mr. Finkelman's beneficial ownership on that date.

By: Robert J. Tannous,
Attorney-in-Fact

03/16/2004

** 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.