

11-23-1998

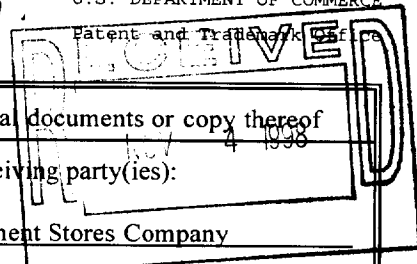
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U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office



100909181



To the Honorable Commissioner of Patents

Attached original documents or copy thereof

1. Name of Conveying Party(ies): MPO
11-4-98
Mercantile Stores Company, Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State Delaware
 Other _____

2. Name and address of receiving party(ies):
 Name: The May Department Stores Company
 Street Address: 611 Olive Street, Suite 1750
 City: St. Louis State: MO Zip: 63101

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State New York
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of Conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

(Designations must be a separate document from Assignment)
 Additional name(s) & address(es) attached? Yes No

Execution Date: October 23, 1998

4. Application number(s) or registration number(s):

A. Service Mark Application No.(s)
75-384, 132 & 75-384, 123
 See Attached Assignment and Exhibit B
 Additional numbers attached? Yes No

B. Trademark registration No.(s) N/A
 Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Sarah J. Westover
c/o The May Department Stores Company
 Street Address: 611 Olive Street, Suite 1750
 City: St. Louis State: MO ZIP: 63101

6. Total number of applications involved. [2]

7. Total fee (37 CFR 3.41). \$ 65.00
 Enclosed **65E**
 Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

11/23/1998 DNGUYEN 00000012 75384132
 01 FC 481 40.00 OP
 02 FC 482 25.00 OP

DO NOT USE THIS SPACE

9. 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.

John M. Manos, Senior Counsel & Assistant Secretary [Signature] 11/3/98
 Name of Person Signing Signature Date

Total number of pages comprising cover sheet [Attachment is 4 pages]

OMPI/M/ASSIGN/MERC.PTO

ASSIGNMENT OF TRADEMARKS

WHEREAS, on August 13, 1998, Dillard's, Inc. ("Dillard"), a Delaware corporation, acquired the stock of Mercantile Stores Company, Inc. ("Mercantile"), a Delaware corporation; and

WHEREAS, The Jones Store Co. ("Jones"), a Delaware corporation is a subsidiary of Mercantile; and

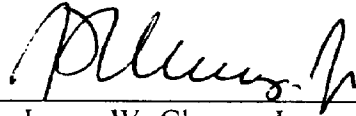
WHEREAS, Mercantile and/or Jones have used The Jones Store, The Jones Store Co. and Jones trademarks and service marks at common law, used and owned the trademarks and service marks, which marks are registered in the United States Patent and Trademark Office as set forth in Exhibit A attached hereto and made a part hereof, and used and owned the trademarks and service marks, which marks have applications for registration pending in the United States Patent and Trademark Office, as set forth on Exhibit B attached hereto and made a part hereof (collectively, the "Marks"); and

WHEREAS, under the terms of the Asset Transfer Agreement, dated as of September 9, 1998, by and between Dillard and The May Department Stores Company ("May"), a New York corporation, with principal offices located at 611 Olive Street, St. Louis, Missouri 63101, Dillard has agreed to sell, assign, and transfer the Marks to May ("Assignee"), or to cause Mercantile or Jones (Dillard, Mercantile and Jones, collectively the "Assignors"), to sell, assign, and transfer the Marks to May, and May has agreed to purchase the Marks.


NOW THEREFORE, in consideration of and in exchange for good and valuable consideration, receipt of which is hereby acknowledged, Assignors do hereby sell, assign, transfer and set over unto Assignee all of Assignors' rights, title and interest in and to said Marks and all goodwill associated therewith, and any underlying registrations therefor, and any applications for registration therefor pending in the United States Patent and Trademark Office.

Dated: October 23, 1998

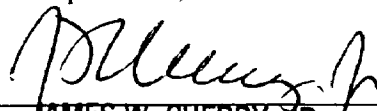
DILLARD'S, INC.
a Delaware corporation,

By: 
James W. Cherry, Jr.
Its: Vice President

MERCANTILE STORES COMPANY, INC.
a Delaware corporation,

By: 
JAMES W. CHERRY, JR.
VICE PRESIDENT
Its: _____

THE JONES STORE CO.
a Delaware corporation,

By: 
JAMES W. CHERRY, JR.
VICE PRESIDENT
Its: _____

STATE OF ARKANSAS)
) ss.
COUNTY OF PULASKI)

The foregoing Assignment was acknowledged before me this 23rd day of October, 1998 by James W. Cherry Jr. of Dillard's, Inc., a Delaware corporation, on behalf of Dillard's, Inc.

Deborah K. Agee
Notary Public
Pulaski County, Arkansas
My Commission Expires 3/10/2005

Deborah K. Agee
Notary Public

STATE OF ARKANSAS)
) ss.
COUNTY OF PULASKI)

The foregoing Assignment was acknowledged before me this 23rd day of October, 1998 by James W. Cherry Jr. of Mercantile Stores Company, Inc., a Delaware corporation, on behalf of Mercantile Stores Company, Inc.

Deborah K. Agee
Notary Public
Pulaski County, Arkansas
My Commission Expires 3/10/2005

Deborah K. Agee
Notary Public

STATE OF ARKANSAS)
) ss.
COUNTY OF PULASKI)

The foregoing Assignment was acknowledged before me this 23rd day of October, 1998 by James W. Cherry Jr. of The Jones Store Co., a Delaware corporation, on behalf of The Jones Store Co.

Deborah K. Agee
Notary Public
Pulaski County, Arkansas
My Commission Expires 3/10/2005

Deborah K. Agee
Notary Public

EXHIBIT A

FEDERAL REGISTRATIONS

<u>Name</u>	<u>Registration No.</u>	<u>Int'l. Class No.</u>	<u>Registered Use</u>	<u>Registration Date</u>
NONE				

EXHIBIT B

PENDING APPLICATIONS FOR REGISTRATIONS

<u>Mark</u>	<u>Int'l Class No.</u>	<u>Appl. Ser. No.</u>	<u>Use</u>	<u>Filing Date</u>
The Jones Store	35	75-384,132	Retail Department Store Services	November 3, 1997
	36		Credit Card Services	
The Jones Store Co.	35	75-384,123	Retail Department Store Services	November 3, 1997
	36		Credit Card Services	

OMP:TM-ASSIGNMERC