

07-19-2000



06-26-2000

U.S. Patent & TMO's/TM Mail Rpt Dt. #6



101408528

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

6.26.00

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

Submission Type

- New
- Resubmission (Non-Recordation)
Document ID #
- Correction of PTO Error
Reel # Frame #
- Corrective Document
Reel # Frame #

Conveyance Type

- Assignment License
- Security Agreement Nunc Pro Tunc Assignment
Effective Date
Month Day Year
- Merger
- Change of Name
- Other

Conveying Party

- Mark if additional names of conveying parties attached
- Name Execution Date
Month Day Year

Formerly

1442293

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

Receiving Party

- Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

- Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

FOR OFFICE USE ONLY

07/19/2000 JJALLAH2 00000073 1442293

01 FC:481

40.00 DP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK

REEL: 002104 FRAME: 0914

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

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

#

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

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="1442293"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

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.

Beth Kotran, Esq.

Name of Person Signing

Signature

June 26, 2000

Date Signed

03-20-2000



101293135

MWD
2/18/00
FEB 18 AM 9:51
OPR/FINANCE

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

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- Corrective Document
Reel # Frame #

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 - Merger Change of Name
 - Other
- Effective Date
Month Day Year

Conveying Party

Mark if additional names of conveying parties attached

Name Execution Date
Month Day Year

Formerly

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

Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City State/Country Zip Code

- Individual General Partnership Limited Partnership If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

03/20/2000 JSHABAZZ 00000116 75446699

FOR OFFICE USE ONLY

01 FC:481 40.00 OP
02 FC:482 1150.00 OP

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

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

#

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

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text" value="75446699"/>	<input type="text" value="75977746"/>	<input type="text" value="75769870"/>
<input type="text" value="75629058"/>	<input type="text" value="75538317"/>	<input type="text" value="75538664"/>
<input type="text" value="75651232"/>	<input type="text" value="75701760"/>	<input type="text"/>

<input type="text" value="1918553"/>	<input type="text" value="1444260"/>	<input type="text" value="1457512"/>
<input type="text" value="1458415"/>	<input type="text" value="1917007"/>	<input type="text" value="945425"/>
<input type="text" value="1999984"/>	<input type="text" value="2010033"/>	<input type="text" value="1581982"/>

Number of Properties

Enter the total number of properties involved.

#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

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.

Beth Kotran

February 18, 2000

Name of Person Signing

Signature

Date Signed

RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship State of Incorporation/Organization

Receiving Party

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

Individual General Partnership Limited Partnership

Corporation Association

Other

Citizenship/State of Incorporation/Organization

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached (Designation must be a separate document from the Assignment.)

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

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
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<input type="text"/>	<input type="text"/>	<input type="text"/>

Registration Number(s)

1467712 ✓	1614408 ✓	1799777 ✓
1763502 ✓	1843309 ✓	1422340 ✓
1422293 ✓	2043807 ✓	1640861 ✓
1689483 ✓	78333 ✓	355446 ✓
355755 ✓	360801 ✓	922972 ✓
2199728 ✓	1138854 ✓	2232124 ✓
2127303 ✓	2212581 ✓	2206889 ✓

RECORDATION FORM COVER SHEET CONTINUATION TRADEMARKS ONLY

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship State of Incorporation/Organization

Receiving Party

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

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<input type="text"/>	<input type="text"/>	<input type="text"/>

Registration Number(s)

2206890 ✓	1055697 ✓	258513 ✓
1126482 ✓	1477898 ✓	1474303 ✓
1494680 ✓	1154284 ✓	2129644 ✓
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

Schedule A

U.S. Trademark Registrations

<u>Trademark</u>	<u>Registration No.</u>
BLOOMIE'S (Stylized)	1,918,553
BLOOMIE'S BEAR	1,444,260
BLOOMIE'S (Stylized)	1,457,512
BLOOMIE'S	1,458,415
BLOOMIE'S	1,917,007
BLOOMINGDALE'S	945,425
BLOOMINGDALE'S	1,999,984
BLOOMINGDALE'S	2,010,033
BLOOMINGDALE'S	1,581,982
BLOOMINGDALE'S	1,467,712
BLOOMINGDALE'S & DESIGN	1,614,408
BURDINES	1,799,777
BURDINES THE FLORIDA STORE	1,763,502
GOLDSMITH'S	1,843,309
LAZARUS	1,422,340
LAZZIEBEAR	1,442,293 ✓
1-800-MACYBED	2,043,807
MACY KIDS	1,640,861
MACY KIDS	1,689,483

MACY'S	78,333
MACY'S	355,446
MACY'S	355,755
MACY'S	360,801
MACY'S	922,972
MACY'S 4 TH OF JULY FIREWORKS	2,199,728
MACY'S CELLAR	1,138,854
MACY'S E-SSENTIALS	2,232,124
MACY'S EVERYTHING YOU LOVE ABOUT SHOPPING	2,127,303
MACY'S FLOWER SHOW	2,212,581
MACY'S TAP-O-MANIA	2,206,889 ✓
MACY'S THANKSGIVING DAY PARADE	2,206,890
MACY'S THE CELLAR	1,055,697
SUPRE-MACY	258,513
RICH'S	1,126,482
RICHIE	1,477,898
RICHIE BEAR	1,474,303
STERN'S	1,494,680
THE BON	1,154,284
THE BON MARCHE	2,129,644

U.S. Trademark Applications

<u>Trademark</u>	<u>Serial No.</u>
BLOOMINGDALE'S PETITE CONCEPTS	75/446,699
BLOOMINGDALE'S PETITE CONCEPTS	75/977,746
CONCEPT WOMEN BY BLOOMINGDALE'S	75/769,870
WWW.BLOOMINGDALES.COM	75/629,058
MACYLAND	75/538,317
WWW.MACYS.COM	75/538,664
RICH'S GREAT TREE	75/651,232
THE ROCK AND ROLL FANTASY SHOP AT BLOOMINDGALE'S	75/701,760

CONFIRMATORY U.S. TRADEMARK ASSIGNMENT

WHEREAS, FEDERATED DEPARTMENT STORES, INC., a corporation organized and existing under the laws of the State of Delaware, having a principal place of business at 7 West Seventh Street, Cincinnati, Ohio 45202-2471 ("Assignor"), is the owner of all right, title and interest to the trademarks annexed hereto in Schedule A (the "Trademarks"), and all related goodwill; and

WHEREAS, FEDERATED WESTERN PROPERTIES, INC., a corporation organized and existing under the laws of the State of Ohio, having a principal place of business at 4441 South Polaris Avenue, Las Vegas, Nevada 89103 ("Assignee"), is desirous of acquiring the Trademarks and the goodwill associated therewith and all variations and combinations thereof, including all those not yet developed;

NOW, THEREFORE, effective on and as of July 3, 1999, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns, sells and transfers to Assignee, free and clear of all liens and encumbrances, all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, the U.S. Trademark Registrations and U.S. Trademark Applications listed in Schedule A, all income, royalties, damages and payments now or hereafter due or payable in respect to the Trademarks, and all causes of action (in law or in equity) and the right to sue, counterclaim and recover for past, present or future infringement of the Trademarks and the rights thereto.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed

in its corporate name by its duly authorized officer this 14 day of February, 2000.

FEDERATED DEPARTMENT STORES, INC.

By: 

Dennis J. Broderick
Senior Vice President, Secretary and
General Counsel

STATE OF Ohio)
)ss.:

COUNTY OF Hamilton)

ACKNOWLEDGMENT

On this 14 day of February, 2000, before me came Dennis J. Broderick, who stated that he is the Senior Vice President, Secretary and General Counsel of Federated Department Stores, Inc. and acknowledged that he executed the above instrument as the act and deed of Federated Department Stores, Inc. with full authority to do so.



Dianne M. Webber
Notary Public

DIANNE M. WEBBER
Notary Public, State of Ohio
My Commission Expires Nov. 17, 2002

AMSTER, ROTHSTEIN & EBENSTEIN

ATTORNEYS AT LAW

PATENTS • TRADEMARKS • COPYRIGHTS

90 PARK AVENUE

NEW YORK, NEW YORK 10016

TELEPHONE: (212) 697-5995

FACSIMILE: (212) 286-0854

NEAL L. ROSENBERG
CHESTER ROTHSTEIN
DAVID H. KAGAN
DENISE A. LINDENAUER
CRAIG J. ARNOLD
NANCY M. DODDERIDGE
CHARLES R. MACEDO
TREBOR LLOYD
NEAL S. GREENFIELD
DONNA L. ANGOTTI
JANE UNGARO
JOSEPH M. CASINO
JOHN S. ECONOMOU
SIMON BOCK
JOHN C. GARCES
BETH KOTRAN

MARK J. ROSENBERG
MICHAEL V. SOLOMITA
HOLLY PEKOWSKY
DANIEL BASOV
IAN R. BLUM
MICHAEL P. KENNEY
KENNETH M. BERNSTEIN
BARBARA A. PARVIS*
MARION P. METELSKI*
MONIQUE L. RIBANDO
ALISON R. KELLY
KEVIN J. STEIN
W. SCOTT McCLAVE
BRIAN J. GREENBERG
CATHERINE S. REYNOLDS

MORTON AMSTER
DANIEL S. EBENSTEIN
PHILIP H. GOTTFRIED
MICHAEL J. BERGER
NEIL M. ZIPKIN
ANTHONY F. LO CICERO
JOEL E. LUTZKER
KAREN ARTZ ASH
KENNETH P. GEORGE
ABRAHAM KASDAN, PH.D.
LEONARD S. SORGI
IRA E. SILFIN

JESSE ROTHSTEIN (RETIRED)

INTERNATIONAL DEPARTMENT

DAVID R. BROWN (NON-LAWYER)

PATRICK E. BOLAND*

JAN TAMULEWICZ

*NOT ADMITTED IN NEW YORK

February 18, 2000

via Express Mail

Honorable Commissioner of
Patents and Trademarks
Box Assignments
Washington, D.C. 20231

Attn: Trademark Assignment Branch

Re: Federated Department Stores/Federated Western Properties
U.S. Trademark Assignment
U.S. Trademark Application Serial No. 75/446,699, et al.
Our File: 33765/796

Dear Sir:

Enclosed for filing and recordation please find an original copy of the Confirmatory U.S. Trademark Assignment, dated February 14, 1999 and effective July 3, 1999, made by Federated Department Stores, Inc. (the "Assignor") in favor of Federated Western Properties, Inc. (the "Assignee").

By this enclosed document, the Assignor hereby sets over, assigns and transfers to the Assignee, all right, title and interest to all of the trademarks, service marks and trademark and service mark applications and registrations annexed thereto on Schedule A.

Kindly record this U.S. Trademark Assignment against the U.S. Trademark applications and registrations listed in the annexed Schedule A, in the Trademark Assignee Index.

70317.2

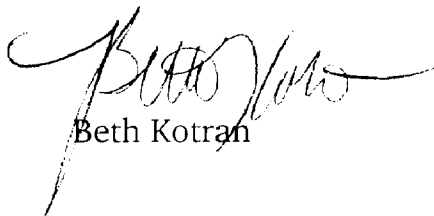
TRADEMARK
REEL: 002104 FRAME: 0926

Also enclosed is a check in the amount of \$1,190.00, representing payment of the fees incurred in connection with such filing and recordation. Kindly charge any additional costs to the Deposit Account of Amster, Rothstein & Ebenstein, Account No. 01-1785.

Kindly address any inquiries concerning this matter to the attention of the undersigned at the above address.

Respectfully submitted,

AMSTER, ROTHSTEIN & EBENSTEIN



Beth Kotran

'Express Mail' mailing label no. EL375-5319140

Date of Deposit 2/18/00

I hereby certify that this paper or fee is being deposited with the United States Postal Service 'Express Mail Post Office to Addressee' service under 37 CFR 1.10 on the date indicated above and is addressed to the Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513

Lorraine Pauls

[Signature]
(Signature of person mailing paper or fee)

Encls.



06-26-2000

U.S. Patent & TMO/TM Mail Rcpt Dt. #61

R, ROTHSTEIN & EBENSTEIN

ATTORNEYS AT LAW

PATENTS • TRADEMARKS • COPYRIGHTS

90 PARK AVENUE

NEW YORK, NEW YORK 10016

TELEPHONE: (212) 697-5995

FACSIMILE: (212) 286-0854

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 ABRAHAM KASDAN, Ph.D.
 LEONARD S. SORGI
 IRA E. SILFIN

JESSE ROTHSTEIN (RETIRED)

INTERNATIONAL DEPARTMENT

DAVID R. BROWN (NON-LAWYER)

PATRICK E. BOLAND*

JAN TAMULEWICZ

June 26, 2000

Via Express Mail

Honorable Commissioner of
 Patents and Trademarks
 Box Assignments
 Washington, DC 20231

Attn: Trademark Assignment Branch

Re: Correction to Trademark Assignment
 Reel/Frame: 002040/0713
Our File: 33765/796

Dear Commissioner of Patents and Trademarks:

Enclosed please find for filing and recordation the Corrective Document relating to Reel/Frame 2040/0713 for a Trademark Assignment, dated February 14, 2000 and effective July 3, 1999, made by Federated Department Stores, Inc. in favor of Federated Western Properties, Inc. Enclosed please also find the recordation cover sheet and trademark assignment documents that were originally filed in connection with the Reel/Frame number set forth above.

Kindly record the information in the Corrective Document against the U.S. Trademark Registration listed in the attached Trademark Assignment, in the Trademark Assignee Index.

Also enclosed is a check in the amount of \$40.00, representing payment of the fees incurred in connection with such filing and recordation. Kindly charge any

125363.1

TRADEMARK
REEL: 002104 FRAME: 0928

June 26, 2000

additional costs to the Deposit Account of Amster, Rothstein & Ebenstein, Account
No. 01-1785.

Kindly address any inquiries concerning this matter to the attention of the
undersigned at the above address.

"Express Mail" mailing label No.: EL 564 166 050 US

Date of Deposit: June 26, 2000

I hereby certify that this paper or fee is being deposited
with the United States Postal Service "Express Mail Post
Office to Addressee" service under 37 CFR 1.10 on the date
indicated above and is addressed to the Assistant
Commissioner for Trademarks, 2900 Crystal Drive, Arlington,
VA 22202-3513.

Name: Lorraine Quiles

Signature: 

Encls.

Very truly yours,

AMSTER, ROTHSTEIN & EBENSTEIN

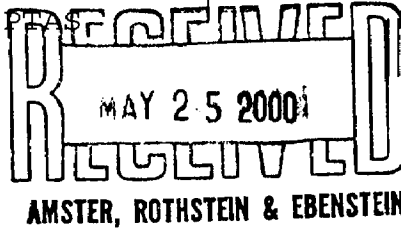

Beth Kotran



UNITED STATES DEPARTMENT OF COMMERCE
Patent and Trademark Office
ASSISTANT SECRETARY AND COMMISSIONER
OF PATENTS AND TRADEMARKS
Washington, D.C. 20231

MAY 17, 2000

AMSTER, ROTHSTEIN & EBENSTEIN
BETH KOTRAN
90 PARK AVENUE
21ST FLOOR
NEW YORK, NEW YORK 10016



UNITED STATES PATENT AND TRADEMARK OFFICE
NOTICE OF RECORDATION OF ASSIGNMENT DOCUMENT

THE ENCLOSED DOCUMENT HAS BEEN RECORDED BY THE ASSIGNMENT DIVISION OF THE U.S. PATENT AND TRADEMARK OFFICE. A COMPLETE MICROFILM COPY IS AVAILABLE AT THE ASSIGNMENT SEARCH ROOM ON THE REEL AND FRAME NUMBER REFERENCED BELOW.

PLEASE REVIEW ALL INFORMATION CONTAINED ON THIS NOTICE. THE INFORMATION CONTAINED ON THIS RECORDATION NOTICE REFLECTS THE DATA PRESENT IN THE PATENT AND TRADEMARK ASSIGNMENT SYSTEM. IF YOU SHOULD FIND ANY ERRORS OR HAVE QUESTIONS CONCERNING THIS NOTICE, YOU MAY CONTACT THE EMPLOYEE WHOSE NAME APPEARS ON THIS NOTICE AT 703-308-9723. PLEASE SEND REQUEST FOR CORRECTION TO: U.S. PATENT AND TRADEMARK OFFICE, ASSIGNMENT DIVISION, BOX ASSIGNMENTS, CG-4, 1213 JEFFERSON DAVIS HWY, SUITE 320, WASHINGTON, D.C. 20231.

RECORDATION DATE: 02/18/2000

REEL/FRAME: 002040/0713
NUMBER OF PAGES: 10

BRIEF: NUNC PRO TUNC ASSIGNMENT

ASSIGNOR:
FEDERATED DEPARTMENT STORES, INC.

DOC DATE: 02/14/2000
CITIZENSHIP: DELAWARE
ENTITY: CORPORATION

ASSIGNEE:
FEDERATED WESTERN PROPERTIES, INC.
4441 SOUTH POLARIS AVENUE
LAS VEGAS, NEVADA 89103

CITIZENSHIP: OHIO
ENTITY: CORPORATION

APPLICATION NUMBER: 75446699
REGISTRATION NUMBER: 2327265

FILING DATE: 03/09/1998
ISSUE DATE: 03/07/2000

MARK: BLOOMINGDALE'S PETITE CONCEPTS
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

TRADEMARK
REEL: 002104 FRAME: 0930

APPLICATION NUMBER: 75629058
REGISTRATION NUMBER: 2346849

FILING DATE: 01/28/1999
ISSUE DATE: 05/02/2000

MARK: WWW.BLOOMINGDALES.COM
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75651232
REGISTRATION NUMBER:

FILING DATE: 03/02/1999
ISSUE DATE:

MARK: RICH'S GREAT TREE
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75977746
REGISTRATION NUMBER:

FILING DATE: 03/09/1998
ISSUE DATE:

MARK: BLOOMINGDALE'S PETITE CONCEPTS
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75538317
REGISTRATION NUMBER: 2305758

FILING DATE: 08/18/1998
ISSUE DATE: 01/04/2000

MARK: MACYLAND
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75701760
REGISTRATION NUMBER:

FILING DATE: 05/10/1999
ISSUE DATE:

MARK: THE ROCK 'N' ROLL FANTASY SHOP AT BLOOMI
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75769870
REGISTRATION NUMBER:

FILING DATE: 08/06/1999
ISSUE DATE:

MARK: CONCEPT WOMEN BY BLOOMINGDALE'S
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75538664
REGISTRATION NUMBER:

FILING DATE: 08/18/1998
ISSUE DATE:

MARK: WWW.MACYS.COM
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74551498
REGISTRATION NUMBER: 1918553

FILING DATE: 07/20/1994
ISSUE DATE: 09/12/1995

MARK: BLOOMIE'S
DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

APPLICATION NUMBER: 73607915
REGISTRATION NUMBER: 1458415

FILING DATE: 07/07/1986
ISSUE DATE: 09/22/1987

MARK: BLOOMIE'S
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75005890
REGISTRATION NUMBER: 1999984

FILING DATE: 10/12/1995
ISSUE DATE: 09/10/1996

MARK: BLOOMINGDALE'S
DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

APPLICATION NUMBER: 73613540
REGISTRATION NUMBER: 1444260

FILING DATE: 08/07/1986
ISSUE DATE: 06/23/1987

MARK: BLOOMIE'S BEAR
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74552782
REGISTRATION NUMBER: 1917007

FILING DATE: 07/25/1994
ISSUE DATE: 09/05/1995

MARK: BLOOMIE'S
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75005888
REGISTRATION NUMBER: 2010033

FILING DATE: 10/12/1995
ISSUE DATE: 10/22/1996

MARK: BLOOMINGDALE'S
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 73610226
REGISTRATION NUMBER: 1457512

FILING DATE: 07/18/1986
ISSUE DATE: 09/15/1987

MARK: BLOOMIE'S
DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

APPLICATION NUMBER: 72392650
REGISTRATION NUMBER: 0945425

FILING DATE: 05/20/1971
ISSUE DATE: 10/17/1972

MARK: BLOOMINGDALE'S
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 73769202
REGISTRATION NUMBER: 1581982

FILING DATE: 12/13/1988
ISSUE DATE: 02/06/1990

MARK: BLOOMINGDALE'S
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 73623417
REGISTRATION NUMBER: 1467712

FILING DATE: 10/01/1986
ISSUE DATE: 12/01/1987

MARK: BLOOMINGDALE'S
DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

APPLICATION NUMBER: 74293239
REGISTRATION NUMBER: 1763502

FILING DATE: 07/13/1992
ISSUE DATE: 04/06/1993

MARK: BURDINES THE FLORIDA STORE
DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

APPLICATION NUMBER: 73562455
REGISTRATION NUMBER: 1422293

FILING DATE: 10/10/1985
ISSUE DATE: 12/23/1986

MARK: MUSIC TELEPHONE CHANNEL
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74092218
REGISTRATION NUMBER: 1689483

FILING DATE: 08/29/1990
ISSUE DATE: 05/26/1992

MARK: MACY KIDS
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 71399309
REGISTRATION NUMBER: 0355755

FILING DATE: 11/04/1937
ISSUE DATE: 03/29/1938

MARK: MACY'S
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75343640
REGISTRATION NUMBER: 2199728

FILING DATE: 08/19/1997
ISSUE DATE: 10/27/1998

MARK: MACY'S 4TH OF JULY FIREWORKS
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75226989
REGISTRATION NUMBER: 2127303

FILING DATE: 12/31/1996
ISSUE DATE: 01/06/1998

MARK: MACY'S EVERYTHING YOU LOVE ABOUT SHOPPIN
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 73822588
REGISTRATION NUMBER: 1614408

FILING DATE: 08/30/1989
ISSUE DATE: 09/18/1990

MARK: BLOOMINGDALE'S
DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

APPLICATION NUMBER: 74407897
REGISTRATION NUMBER: 1843309

FILING DATE: 07/01/1993
ISSUE DATE: 07/05/1994

MARK: GOLDSMITH'S
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75106134
REGISTRATION NUMBER: 2043807

FILING DATE: 05/17/1996
ISSUE DATE: 03/11/1997

MARK: 1-800-MACYBED
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 71042311
REGISTRATION NUMBER: 0078333

FILING DATE: 05/08/1909
ISSUE DATE: 06/07/1910

MARK: MACY'S
DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

APPLICATION NUMBER: 71405171
REGISTRATION NUMBER: 0360801

FILING DATE: 04/12/1938
ISSUE DATE: 09/27/1938

MARK: MACY'S

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 73104688
REGISTRATION NUMBER: 1138854

FILING DATE: 10/28/1976
ISSUE DATE: 08/19/1980

MARK: MACY'S CELLAR

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS AND DESIGN

APPLICATION NUMBER: 75343574
REGISTRATION NUMBER: 2212581

FILING DATE: 08/19/1997
ISSUE DATE: 12/22/1998

MARK: MACY'S FLOWER SHOW

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74293243
REGISTRATION NUMBER: 1799777

FILING DATE: 07/13/1992
ISSUE DATE: 10/19/1993

MARK: BURDINES

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 73594229
REGISTRATION NUMBER: 1422340

FILING DATE: 04/18/1986
ISSUE DATE: 12/23/1986

MARK: LAZARUS

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74050066
REGISTRATION NUMBER: 1640861

FILING DATE: 04/17/1990
ISSUE DATE: 04/09/1991

MARK: MACY KIDS

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 71399719
REGISTRATION NUMBER: 0355446

FILING DATE: 11/13/1937
ISSUE DATE: 03/15/1938

MARK: MACY'S

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 72365758
REGISTRATION NUMBER: 0922972

FILING DATE: 07/20/1970
ISSUE DATE: 10/26/1971

MARK: MACY'S

DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75435227
REGISTRATION NUMBER: 2232124

FILING DATE: 02/17/1998
ISSUE DATE: 03/16/1999

MARK: MACY'S E-SENTIALS

DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

APPLICATION NUMBER: 75342335
REGISTRATION NUMBER: 2206880

FILING DATE: 08/18/1997
ISSUE DATE: 12/01/1998

MARK: VMIC
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 75343573
REGISTRATION NUMBER: 2206890

FILING DATE: 08/19/1997
ISSUE DATE: 12/01/1998

MARK: MACY'S THANKSGIVING DAY PARADE
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 72409134
REGISTRATION NUMBER: 1126482

FILING DATE: 12/01/1971
ISSUE DATE: 10/30/1979

MARK: RICH'S
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 73690583
REGISTRATION NUMBER: 1494680

FILING DATE: 10/19/1987
ISSUE DATE: 06/28/1988

MARK: STERN'S
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 73062633
REGISTRATION NUMBER: 1055697

FILING DATE: 09/10/1975
ISSUE DATE: 01/04/1977

MARK: MACY'S THE CELLAR
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 73672358
REGISTRATION NUMBER: 1477898

FILING DATE: 07/16/1987
ISSUE DATE: 02/23/1988

MARK: RICHIE
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 73216705
REGISTRATION NUMBER: 1154284

FILING DATE: 05/23/1979
ISSUE DATE: 05/12/1981

MARK: THE BON
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 71279284
REGISTRATION NUMBER: 0258513

FILING DATE: 02/13/1929
ISSUE DATE: 07/09/1929

MARK: SUPRE-MACY
DRAWING TYPE: STYLIZED WORDS, LETTERS, OR NUMBERS

APPLICATION NUMBER: 73665480
REGISTRATION NUMBER: 1474303

FILING DATE: 06/08/1987
ISSUE DATE: 01/26/1988

MARK: RICHIE BEAR
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

APPLICATION NUMBER: 74048772
REGISTRATION NUMBER: 2129644

FILING DATE: 04/13/1990
ISSUE DATE: 01/20/1998

MARK: THE BON MARCHE
DRAWING TYPE: WORDS, LETTERS, OR NUMBERS IN TYPED FORM

MARY BENTON, EXAMINER
ASSIGNMENT DIVISION
OFFICE OF PUBLIC RECORDS