

08-06-2002

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Form PTO-1594

(Rev. 03/01)

OMB No. 0651-0027 (exp. 5/31/2002)

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TRADEMARKS ONLY

DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Federated Department Stores, Inc.

08-01-02

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

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

2. Name and address of receiving party(ies)

Name: Portmeirion Potteries Limited

Internal

Address:

Street Address: London Road
Stoke-on-Trent, ST4 700, England, United Kingdom
City: State: Zip:

- individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other

A company organized and existing under the laws of the United Kingdom
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

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other

Execution Date: July 10, 2002

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

THE HOLLY & THE IVY
Registration No. 2009217

Additional number(s) attached Yes No

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

Name: Dineff Trademark Law Limited

Internal Address: Suite 370

Street Address: 820 West Jackson Blvd

City: Chicago State: IL Zip: 60607

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

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

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.

Kenneth L. Ng

Name of Person Signing

Signature

August 1, 2002

Date

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

08/06/2002 6TON11 00000027 2009217

01 FC:481

40.00 OP

TRADEMARK
REEL: 002556 FRAME: 0128

DESIGNATION OF DOMESTIC REPRESENTATIVE

Mark:

THE HOLLY & THE IVY

Registration # 2009217

Applicant hereby designates:

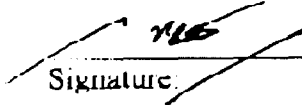
DINEFF TRADEMARK LAW LIMITED
820 West Jackson Blvd.
Chicago, Illinois 60607
Telephone: 312 831 9800
Facsimile: 312 831 0343
e-mail: tmLaw@dineff.com

as domestic representative upon whom may be served notices of process in proceedings affecting this mark.

Portmeirion Potteries Limited

7th June 2002

Date: _____


Signature: _____

Brett Phillips, Financial Director

01182 744721
Telephone Number

Print or type Name and Position

ASSIGNMENT

WHEREAS, Federated Department Stores, Inc., of 7 West Seventh Street, Cincinnati, Ohio 45202, United States of America ("Assignor"), is the owner of the following trademark registration in the United States Patent and Trademark Office:

THE HOLLY & THE IVY, Registration No. 2009217

WHEREAS, Portmeirion Potteries Limited, of London Road, Stoke-on-Trent, ST4 7QQ, England, United Kingdom ("Assignee") is desirous of acquiring said mark.

NOW THEREFORE, in consideration of the sum of One Thousand Dollars \$1,000.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor assigns, transfers and conveys to the Assignee all rights, title and interests in and to the Trademark and the registration thereof together with the good will of the business which is symbolized by the Trademark and with the right to recover for damages and profits and all other remedies for past infringements thereof.

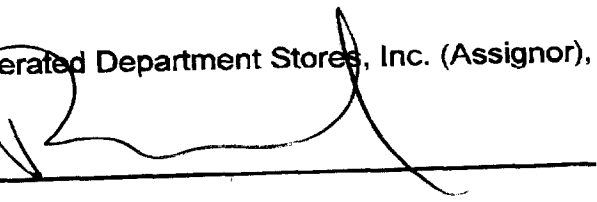
Signed at Cincinnati, OH, this 10th ^{July} day of ~~June~~ 2002.

Federated Department Stores, Inc. (Assignor),

By:

Name:

Title:



Dennis J. Broderick

Senior Vice President