

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Federated Department Stores, Inc.		05/18/2007	CORPORATION: DELAWARE

**RECEIVING PARTY DATA**

Name:	Macy's, Inc.
Street Address:	7 West Seventh Street
City:	Cincinnati
State/Country:	OHIO
Postal Code:	45202
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 130**

Property Type	Number	Word Mark
Registration Number:	0746920	M
Registration Number:	2247805	59TH & LEX
Registration Number:	0972588	A & S
Registration Number:	1253265	A & S
Registration Number:	1530319	A CAUSE FOR CELEBRATION
Registration Number:	1530591	ALL THE TRIMMINGS
Registration Number:	0430272	AMBASSADOR
Registration Number:	2759203	ANOTHER SCHOOL OF THOUGHT
Registration Number:	2513629	ANTIQUARIUS
Registration Number:	3086968	AQUA
Registration Number:	2520445	ARTEMIS
Registration Number:	1495824	ASHTON & HAYES
Registration Number:	2962619	B
Registration Number:	2168766	B

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Registration Number:	2903696	A NEW DAY IN COOKWARE
Registration Number:	1538216	B.G. BASICS
Registration Number:	2264879	BIG BROWN BAG
Registration Number:	3078961	BIG BROWN BAG
Registration Number:	2994297	BKIDS
Registration Number:	2627059	B-LINE
Registration Number:	2624143	BRINGING IT TOGETHER
Registration Number:	2748054	BUZZWORKS
Registration Number:	1809794	BWAY
Registration Number:	2995817	CAFE 504
Registration Number:	2502741	CAREER OPTIONS
Registration Number:	2769863	CHARGE FOR A CHANGE
Registration Number:	1451788	CHRISTOPHER HAYES
Registration Number:	1571059	CLAUDIA BARNES
Registration Number:	3310578	CLOWN U
Registration Number:	2889574	COLLECTION 59
Registration Number:	2743977	COMFORT COOL
Registration Number:	2652585	COOKRIGHT
Registration Number:	2596915	CYBERAUDIO
Registration Number:	2596914	CYBEREAR
Registration Number:	3034991	DESIGNING FACES...FROM FOUNDATION TO FINISH
Registration Number:	1504924	EAST ISLAND
Registration Number:	2559620	ECODOWN HYPO-ALLERGENIC
Registration Number:	2684174	ECOTAGE
Registration Number:	1998386	FEDERATED DEPARTMENT STORES, INC.
Registration Number:	1999982	FEDERATED DEPARTMENT STORES, INC.
Registration Number:	3154690	FIRST IMPRESSIONS
Registration Number:	0773703	FIRST IMPRESSIONS
Registration Number:	2594946	FLEXOLOGY
Registration Number:	1471624	EPC EXECUTIVE PLACEMENT CONSULTANTS, INC.
Registration Number:	2488856	FLEXOLOGY
Registration Number:	2921157	FREE AIR
Registration Number:	2278517	FROSTEK FLEECE
Registration Number:	2896023	GEN NOW
Registration Number:	2689268	GLEN ROYAL

**TRADEMARK**

**REEL: 003665 FRAME: 0467**

Registration Number:	2869752	GORDON SCOTT LTD.
Registration Number:	2860356	GROWING PEOPLE WHO GROW THE BUSINESS
Registration Number:	2034376	HOLIDAY LANE
Registration Number:	2029582	HOLIDAY LANE
Registration Number:	1985311	HOLIDAY LANE
Registration Number:	0980735	I. MAGNIN
Serial Number:	78630924	INHABIT
Serial Number:	78291829	INHABIT
Registration Number:	2598454	ITRUST
Registration Number:	1856060	IT'S LIKE NO OTHER STORE IN THE WORLD
Registration Number:	2494534	IT'S LIKE NO OTHER WEBSITE IN THE WORLD
Registration Number:	1509329	JENNA DAVIES
Registration Number:	1410686	JENNIFER MOORE
Registration Number:	1467458	JENNIFER MOORE
Registration Number:	1551026	JENNIFER MOORE
Registration Number:	1525838	JENNIFER MOORE
Registration Number:	2178279	JENNIFER MOORE
Registration Number:	1456640	JINGLE BEAR
Registration Number:	2627932	JOSEPH & LYMAN
Registration Number:	0919577	LH
Registration Number:	0918243	LIBERTY HOUSE
Registration Number:	2151872	LIKE NO OTHER CATALOG IN THE WORLD
Registration Number:	2264881	LITTLE BROWN BAG
Registration Number:	3082542	O2
Registration Number:	2808832	LOSE YOUR BLUES
Registration Number:	2861526	LOVE LAUGHTER, LIVE HAPPILY EVER AFTER
Registration Number:	2912734	MACY'S 4TH OF JULY FIREWORKS SPECTACULAR
Registration Number:	2945481	MAKING SMART FINANCIAL CHOICES. EASY.
Registration Number:	2264880	MEDIUM BROWN BAG
Registration Number:	1556953	METROPOLITAN VIEW
Registration Number:	2564226	MICROTREND
Registration Number:	2863134	MINE ALONE
Registration Number:	3221702	
Registration Number:	1467459	MORGAN TAYLOR
Registration Number:	1424013	MORGAN TAYLOR

Registration Number:	1463363	MORGAN TAYLOR
Registration Number:	2449328	MORGAN TAYLOR
Registration Number:	1445274	NICK OSBORNE
Registration Number:	2652584	NONSTICK COOKWARE FOR A HEALTHY APPETITE
Registration Number:	1540620	OTTIMO
Registration Number:	3190877	P.S. PROFESSIONAL SKINCARE
Registration Number:	1861970	PARTNERS IN TIME
Registration Number:	0857970	PETERBOROUGH ROW
Registration Number:	1532117	PETERBOROUGH ROW
Registration Number:	1525852	PETERBOROUGH ROW
Registration Number:	2564489	PREMIER CLASS
Registration Number:	2862552	PRETTY BED
Registration Number:	2702515	REFLECT
Registration Number:	2644945	RETAILOLOGY
Registration Number:	1329267	ROYAL GALLERY
Registration Number:	1791012	ROYAL GALLERY
Registration Number:	1763503	ROYAL PALM CAFE
Registration Number:	2285077	SANTALAND
Registration Number:	0724254	SAVILE ROW
Registration Number:	2875630	SHARP FOR LIFE
Registration Number:	3034988	SHOE DIVA
Registration Number:	2865711	SIENNA HARVEST
Registration Number:	3308279	STAR REWARDS
Registration Number:	1535419	STUDIO B
Registration Number:	1374779	SUMMER STOCK
Registration Number:	1497806	S-U-T-T-O-N STUDIO
Registration Number:	2725282	TASSO ELBA S.P.A.
Registration Number:	0861820	THE BROADWAY
Registration Number:	1060499	THE CELLAR
Registration Number:	1301279	THE CELLAR
Registration Number:	1479123	THE CELLAR
Registration Number:	1763501	THE FLORIDA STORE
Registration Number:	2884170	THE GIFT REGISTRY ALLIANCE
Registration Number:	3129917	THE NEW VIEW
Registration Number:	1837423	THE ONO SHIRT

Registration Number:	2865710	THE SEASONED GRILL
Registration Number:	2476630	THISIT
Registration Number:	1449828	THORNTON BAY CLOTHING COMPANY
Registration Number:	2079306	TIME AFTER TIME
Registration Number:	1452628	UNION SQUARE JEWELERS
Registration Number:	2902466	WAY TO SHOP
Registration Number:	3322389	WE BRING OUT THE CLOWN IN YOU!
Registration Number:	3292950	WEB BUSTERS
Registration Number:	1452627	WE'RE A PART OF YOUR LIFE
Registration Number:	2477809	WORRYNOMORE
Registration Number:	0686331	YOUNG EASTSIDER

**CORRESPONDENCE DATA**

Fax Number: (212)336-8001  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
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Address Line 2: Amster, Rothstein & Ebenstein LLP  
Address Line 4: New York, NEW YORK 10016

ATTORNEY DOCKET NUMBER:	33765/1014
NAME OF SUBMITTER:	Max Vern
Signature:	/Max Vern/
Date:	11/21/2007

Total Attachments: 2  
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# Delaware

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*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "FEDERATED DEPARTMENT STORES, INC.", CHANGING ITS NAME FROM "FEDERATED DEPARTMENT STORES, INC." TO "MACY'S, INC.", FILED IN THIS OFFICE ON THE EIGHTEENTH DAY OF MAY, A.D. 2007, AT 7:48 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF AMENDMENT IS THE FIRST DAY OF JUNE, A.D. 2007.

2078197 8100

070588615



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5693751

DATE: 05-21-07

TRADEMARK  
REEL: 003665 FRAME: 0471

**STATE OF DELAWARE  
CERTIFICATE OF AMENDMENT  
OF CERTIFICATE OF INCORPORATION**

**FEDERATED DEPARTMENT STORES, INC.**

The Corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware does hereby certify:

**FIRST:** At meetings of the Board of Directors of Federated Department Stores, Inc., on February 26, 2007, and March 23, 2007, the Board adopted resolutions and took actions setting forth a proposed amendment of the Certificate of Incorporation of said corporation, declaring said amendment to be advisable and calling a meeting of the stockholders of said corporation for consideration thereof. The resolution setting forth the proposed amendment is as follows:

**RESOLVED**, the Board deems it is advisable that Article First of the Company's Certificate of Incorporation be amended (the "Charter Amendment") to change the corporate name of the Company to Macy's, Inc., effective as of June 1, 2007, and that such Article First be amended and restated in its entirety to read as follows:

**FIRST:** The name of the corporation is Macy's, Inc. (the "Company").

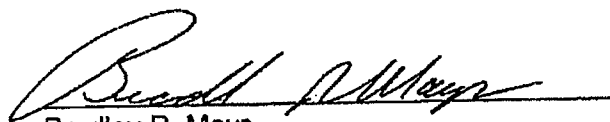
**SECOND:** That thereafter, pursuant to the resolution of its Board of Directors, a meeting of the stockholders of said corporation was duly called and held on May 18, 2007, upon notice in accordance with Section 222 of the General Corporation Law of the State of Delaware at which meeting the necessary number of shares as required by statutes were voted in favor of the amendment.

**THIRD:** That said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

**FOURTH:** The effective time of the amendment herein certified shall be June 1, 2007.

**IN WITNESS WHEREOF**, said corporation has caused this certificate to be signed this 18<sup>th</sup> day of May, 2007.

**FEDERATED DEPARTMENT STORES, INC.**

  
Bradley R. Mays  
Vice President