

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Macy's, Inc.		05/09/2011	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Macy's Merchandising Group, Inc.
Street Address:	11 Penn Plaza
City:	New York
State/Country:	NEW YORK
Postal Code:	10001
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Registration Number:	1424013	MORGAN TAYLOR
Registration Number:	2449328	MORGAN TAYLOR
Registration Number:	0773703	FIRST IMPRESSIONS
Registration Number:	2288677	FIRST IMPRESSIONS
Registration Number:	2517774	FIRST IMPRESSIONS
Registration Number:	3154690	FIRST IMPRESSIONS

CORRESPONDENCE DATA

Fax Number: (212)336-8001
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 212-336-8000
 Email: ptodocket@arelaw.com
 Correspondent Name: Max Vern
 Address Line 1: Amster, Rothstein & Ebenstein LLP
 Address Line 2: 90 Park Avenue
 Address Line 4: New York, NEW YORK 10016

CH \$165.00 1424013

ATTORNEY DOCKET NUMBER:	33793/833
NAME OF SUBMITTER:	Max Vern
Signature:	/Max Vern/
Date:	08/17/2011
Total Attachments: 2 source=Macy's Inc - MMGI - Signed US Deed of Assignment MORGAN TAYLOR FIRST IMPRESSIONS#page1.tif source=Macy's Inc - MMGI - Signed US Deed of Assignment MORGAN TAYLOR FIRST IMPRESSIONS#page2.tif	

TRADEMARK ASSIGNMENT

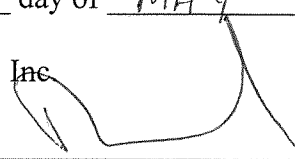
WHEREAS, Macy's, Inc., a corporation organized and existing under the laws of the State of Delaware, having a principal place of business at 7 West Seventh Street, Cincinnati, Ohio 45202, USA ("Assignor"), is the owner of all right, title and interest to trademarks stated in the attached Exhibit A and U.S. Trademark Registrations stated therein, and all goodwill associated therewith; and

WHEREAS, Macy's Merchandising Group, Inc., a corporation organized and existing under the laws of the State of Delaware, having a principal place of business at 11 Penn Plaza, New York, NY 10001, USA ("Assignee"), is desirous of acquiring the trademarks stated in the Exhibit A, the U.S. Trademark Registrations stated therein, and all goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the trademarks stated in the Exhibit A, together with all goodwill of the business symbolized by the trademarks and U.S. Trademark Registrations stated in the Exhibit A.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized officer this 9 day of MAY, 2011.

Macy's, Inc

By: 

Name: Dennis J. Broderick

Title: Executive Vice President,
General Counsel and Secretary



JILL A. JAEGER
Notary Public, State of Ohio
My Commission Expires 07-30-2013

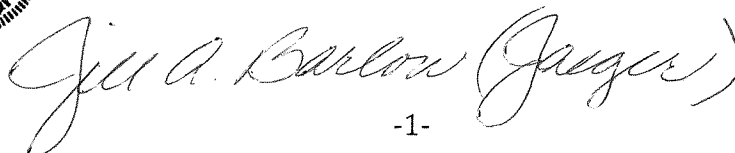


Exhibit A

<u>Mark</u>	<u>Reg. No.</u>
MORGAN TAYLOR	1,424,013
MORGAN TAYLOR	2,449,328
FIRST IMPRESSIONS	773,703
FIRST IMPRESSIONS	2,288,677
FIRST IMPRESSIONS	2,517,774
FIRST IMPRESSIONS	3,154,690