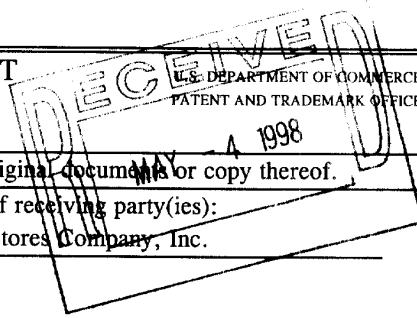


05-15-1998



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MRD 5-4-98

To the Honorable Commissioner of Patent:

1. Name of conveying party(ies):
Maison Blanche, Inc.

- Individual(s)
- General Partnership
- Corporation-Louisiana
- Other
- Association
- Limited Partnership

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

3. Nature of conveyance:

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

Execution Date: April 15, 1998

2. Name and address of receiving party(ies):
Name: Mercantile Stores Company, Inc.

Street Address: 9450 Seward Road

City: Fairfield State: OH ZIP: 45014

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

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be separate document from Assignment)

Additional name(s) & address(es) attached? Yes No

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

A. Trademark Application No.(s)
See "Appendix A"

B. Trademark Registration No.(s)
See "Appendix A"

Additional numbers attached? Yes No

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

Name: Kenneth B. Germain

Internal Address: FROST & JACOBS LLP

Street Address: 2500 PNC Center
201 East Fifth Street

City: Cincinnati State: OH ZIP: 45202

6. Total number of applications and registrations involved: 16

7. Total fee (37 CFR 3.41): \$ 415.00

- Enclosed
- Any deficiency is authorized to be charged to deposit account

8. Deposit Account Number:
06-2226

(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 B. Germain
Name of Person Signing

KB Germain
Signature

4/29/98
Date

Total number of pages including cover sheet, attachments and document: 5

40.00 DP
375.00 DP
05/14/1998 11:08:31 AM
01 APR 1998
02-FC-100

NUNC PRO TUNC TRADEMARK AND SERVICE MARK ASSIGNMENT

WHEREAS, MAISON BLANCHE, INC. (Assignor), having a business address at P.O. Box 91102 Baton Rouge, Louisiana 70821-9102, was, as of the date set forth in the third paragraph of this document, the sole owner of the entire right, title and interest in and to the trademarks and service marks listed in the attached Appendix A, and is the owner of U.S. Trademark Registrations thereof; and

WHEREAS, MERCANTILE STORES COMPANY, INC. (Assignee), a corporation of Delaware, with its principal place of business at 9450 Seward Road, Fairfield, Ohio 45014-2230, acquired, as of the date set forth in the third paragraph of this document, the entire right, title and interest in and to said trademarks and service marks and the United States registrations thereof, together with the goodwill of the goods, services and businesses in connection with which said trademarks are used;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby confirms that, on April 15 1998, said Assignor assigned certain trademarks (as shown on Appendix A attached hereto) unto said Assignee, the entire right, title and interest in and to said trademarks and the United States registrations thereof, and in and to all of the goodwill in connection with said trademarks, the same is held and enjoyed by said Assignee, for its own use and benefit, and for the use and benefit of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by said Assignor, if no assignment had been made; together with all claims for damages by reasons of past infringement of said trademarks, with the right to sue for, and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, said Assignor has caused this Nunc Pro Tunc Trademark and Service Mark Assignment to be executed this 15th day of April, 1998.

By Randolph L. Burnette

Senior Vice President Maison Blanche, Inc.

STATE OF OHIO)
) ss:
COUNTY OF BUTLER)

On this 15th day of April, 1998, before me, a Notary Public, for the above county and state personally appeared Randolph L. Burnette and acknowledged that (he/she) signed this document as a free act.

Jane A. Boston
Notary Public JANE A. BOSTON
NOTARY PUBLIC, STATE OF OHIO
My Commission Expires Jan. 25, 2003

APPENDIX A

<u>REGISTRATION NO.</u>	<u>MARK</u>	<u>REGISTRATION DATE</u>
535,774	MR. BINGLE	January 2, 1951
1,298,185	GOUDCHAUX MAISON BLANCHE CAJUN KITCHEN & Design	September 25, 1984
1,436,499	CLUB 901 MAISON BLANCHE & Design	April 14, 1987
1,439,245	GULF COAST OUTFITTERS MAISON BLANCHE & Design	May 12, 1987
1,449,580	M.B. MAISON BLANCHE & Design	July 28, 1987
1,456,584	ST. STEPHEN COLLECTION MAISON BLANCHE & Design	September 8 , 1987
1,458,790	MAISON BLANCHE (Stylized)	September 22, 1987
1,466,640	MR. BINGLE'S KIDS CLUB & Design	November 24, 1987
1,487,925	MAISON BLANCHE & Design	May 10, 1988
1,674,352	MR. BINGLE MAISON BLANCHE & Design	February 4, 1992
1,705,101	MR. BINGLE & Design	August 4, 1992
1,732,889	PREMIER STOCK & Design	November 17, 1992
1,758,427	MB KIDS CLUB & Design	March 16, 1993
1,837,927	MR. BINGLE MAISON BLANCHE & Design	May 31, 1994
1,889,027	MB & Design	April 11, 1995

<u>SERIAL NO.</u>	<u>MARK</u>	<u>FILING DATE</u>
74-097,360	MB KID'S CLUB & Design	September 17, 1990