

03-20-2000



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Handwritten notes: MKP, 2.18.00, FEB 13 AM 9:51, DPR/FINANCE

TRADEMARKS ONLY

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

- 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
  - 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 Assignment.)

03/20/2000 JSHABAZZ 00000089 1918553

FOR OFFICE USE ONLY

01 FC:481

02 FC:482

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Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20503

REEL: 002036 FRAME: 0672

**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="1918553"/>	<input type="text" value="1444260"/>	<input type="text" value="1457512"/>
<input type="text" value="1458415"/>	<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

February 18, 2000

Name of Person Signing

Signature

Date Signed

CONFIRMATORY U.S. TRADEMARK ASSIGNMENT

WHEREAS, BLOOMINGDALE'S, INC., a corporation organized and existing under the laws of the State of Ohio, having a principal place of business at 1000 Third Avenue, New York, New York 10022 ("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 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 ("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.

BLOOMINGDALE'S, INC.

A handwritten signature in black ink, appearing to read "Dennis J. Broderick", written over a horizontal line. The signature is stylized with a large loop on the left and a sharp peak on the right.

By:

Dennis J. Broderick  
Vice President

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 Vice President of Bloomingdale's, Inc. and acknowledged that he executed the above instrument as the act and deed of Bloomingdale's, 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

Schedule A

<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