

05-04-2000



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OPR/FINANCE

RECORDATION FORM COVER SHEET
TRADEMARKS ONLY

4-14-00

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
- Merger Effective Date
Month Day Year
- Change of Name
- Other

Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

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 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.)
- Corporation Association
- Other
- Citizenship/State of Incorporation/Organization

05/04/2000 BCDATES 00000127 1915/01

FOR OFFICE USE ONLY

01 FC:481
02 FC:482

40.00 OP
350.00 OP

Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231
TRADEMARK

REEL: 002065 FRAME: 0987

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)

<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"/>

Registration Number(s)

<input type="text" value="1915701"/>	<input type="text" value="1856060"/>	<input type="text" value="1809794"/>
<input type="text" value="1556953"/>	<input type="text" value="1535419"/>	<input type="text" value="1523117"/>
<input type="text" value="1525852"/>	<input type="text" value="1504924"/>	<input type="text" value="1497806"/>

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

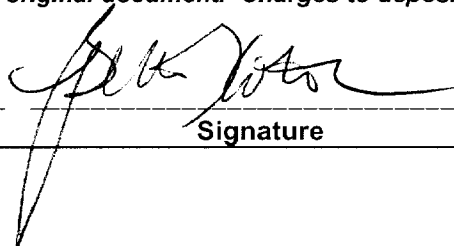
Deposit Account (Enter for payment by deposit account or if additional fees can be charged to the account.) Deposit Account Number: #

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



April 14, 2000

Name of Person Signing

Signature

Date Signed

**RECORDATION FORM COVER SHEET
CONTINUATION
TRADEMARKS ONLY**

FORM PTO-1618C
Expires 06/30/99
OMB 0651-0027

U.S. Department of Commerce
Patent and Trademark Office
TRADEMARK

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date
Month Day Year

Name

Formerly

Individual General Partnership Limited Partnership Corporation Association

Other

Citizenship State of Incorporation/Organization

Receiving Party

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

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City

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Trademark Application Number(s)

Registration Number(s)

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857970	816605	794120
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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 U.S. Trademark Registrations 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, the goodwill associated therewith and the U.S. Trademark Registrations for the trademarks annexed hereto in Schedule A;

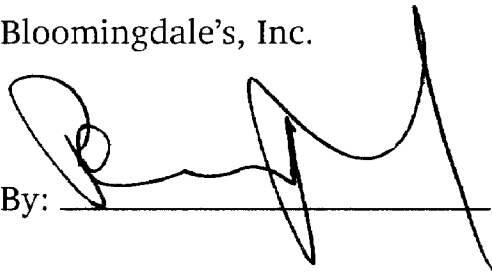
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, free and clear of all liens and encumbrances, all right, title and interest in and to the trademarks, together with the goodwill of the business symbolized by the trademarks and U.S. Trademark Registrations 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 20th day of March, 2000.

Bloomington's, Inc.

By: _____

A handwritten signature in black ink, consisting of a large, stylized initial 'B' followed by a series of loops and a long, sweeping tail that extends to the right.

STATE OF OHIO)
)ss.:
COUNTY OF HAMILTON

ACKNOWLEDGMENT

On this 23rd day of March, 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.


Notary Public

CAROL S. BRUSER
Notary Public, State of Ohio
My Commission Expires Oct. 16, 2001

SCHEDULE A

<u>TRADEMARK</u>	<u>REGISTRATION NO.</u>
THE MAIN COURSE	1,915,701
IT'S LIKE NO OTHER STORE IN THE WORLD	1,856,060
BWAY	1,809,794
METROPOLITAN VIEW	1,556,953
STUDIO B	1,535,419
PETERBOROUGH ROW	1,523,117
PETERBOROUGH ROW	1,525,852
EAST ISLAND	1,504,924
S-U-T-T-O-N STUDIO (stylized)	1,497,806
NICK OSBORNE	1,445,274
SOCK MARKET	1,411,395
PARK EAST	1,243,700
PETERBOROUGH ROW	857,970
NOBILITY	816,605
SIXTIE' S EAST	794,120