

05-04-2000

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



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

101344501

APR 14 AM 11:27
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 Change of Name
 - Other
- Effective Date
Month Day Year

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

- 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.)

FOR OFFICE USE ONLY

05/04/2000 BCDATES 00000126 181825

01 FC:481
02 FC:482

40.00 OP
50.00 OP

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

REEL: 002066 FRAME: 0001

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="1818257"/>	<input type="text" value="1817254"/>	<input type="text" value="1436027"/>
<input type="text"/>	<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



April 19, 2000

Name of Person Signing

Signature

Date Signed

U.S. TRADEMARK ASSIGNMENT

WHEREAS, BURDINES, INC., a corporation organized and existing under the laws of the State of Ohio, having a principal place of business at 22 East Flagler Street, Miami, Florida 33131 ("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 2nd day of March, 2000.

Burdines, Inc.

By: 

Dennis J. Broderick
Vice President

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 Burdines, Inc. and acknowledged that he executed the above instrument as the act and deed of Burdines, Inc. with full authority to do so.

Carol S. Bruser
Notary Public

CAROL S. BRUSER
Notary Public, State of Ohio
My Commission Expires Oct. 16, 2000

SCHEDULE A

TRADEMARK

REGISTRATION NO.

VIP - VERY IMPORTANT PETITES

1,818,257

VIP VERY IMPORTANT PETITES

1,817,254

KIDS IN THE NEIGHBORHOOD

1,436,027

AMSTER, ROTHSTEIN & EBENSTEIN

ATTORNEYS AT LAW

PATENTS • TRADEMARKS • COPYRIGHTS

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NEW YORK, NEW YORK 10016

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INTERNATIONAL DEPARTMENT

DAVID R. BROWN (NON-LAWYER)

PATRICK E. BOLAND*

JAN TAMULEWICZ

April 14, 2000

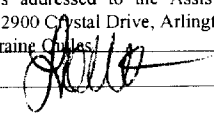
via Express Mail
Honorable Commissioner of
Patents and Trademarks
Box Assignments
Washington, D.C. 20231

"Express Mail" mailing label No.: EL 375 540 020 U.S.

Date of Deposit: April 14, 2000

I hereby certify that this paper or fee is being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 CFR 1.10 on the date indicated above and is addressed to the Assistant Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513.

Name: Lorraine Charles

Signature: 

Attn: Trademark Assignment Branch

Re: Federated Department Stores
U.S. Trademark Assignment
U.S. Trademark Registration No. 1,818,257, et al.
Our File: 33775/1

Dear Sir:

Enclosed for filing and recordation please find an original copy of the U.S. Trademark Assignment, dated March 22, 2000, made by Burdines, Inc. (the "Assignor") in favor of Federated Department Stores, Inc. (the "Assignee").

By this enclosed document, the Assignor hereby sets over, assigns and transfers to the Assignee, all right, title and interest to all of the trademarks, service marks and trademark and service mark applications and/or registrations annexed thereto on Schedule A.

Kindly record this U.S. Trademark Assignment against the U.S. Trademark applications and/or registrations listed in the annexed Schedule A, in the Trademark Assignee Index.

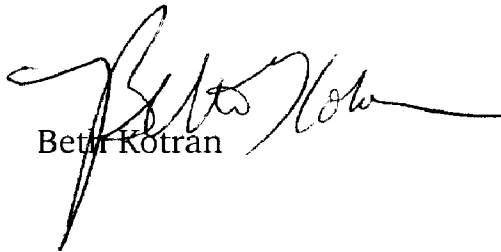
April 14, 2000

Also enclosed is a check in the amount of \$90.00, representing payment of the fees incurred in connection with such filing and recordation. Kindly charge any additional costs to the Deposit Account of Amster, Rothstein & Ebenstein, Account No. 01-1785.

Kindly address any inquiries concerning this matter to the attention of the undersigned at the above address.

Respectfully submitted,

AMSTER, ROTHSTEIN & EBENSTEIN



Beth Kotran

Encls.