

12-09-2002



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Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

BLOOMINGDALE'S, INC. a Delaware Corporation

11-13-02

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

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

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: October 28, 2002

2. Name and address of receiving party(ies)

Name: Federated Department Stores, Inc.

Internal

Address:

Street Address: 7 West Seventh Street

City: Cincinnati State: OH Zip: 45202

- 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 a 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)

B. Trademark Registration No.(s) 1,917,007

Additional number(s) attached Yes No

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

Name: Daniel Ebenstein, Esq.

Internal Address: Amster, Rothstein & Ebenstein

21st Floor

Street Address: 90 Park Avenue

City: New York State: NY Zip: 10016

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

01-1785

DO NOT USE THIS SPACE

9. Signature.

Dennis J. Broderick

Name of Person Signing

Handwritten signature

Signature

10/28/02

Date

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

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

12/06/2002 DBYRME 00000101 1917007

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RECEIVED TIME OCT. 25. 6:41PM

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CONFIRMATORY ASSIGNMENT

WHEREAS, on and before September 13, 1996 (hereinafter referred to as the "Effective Date"), Bloomingdale's, Inc., a corporation formed under the laws of the State of Delaware, with an address of 1000 Third Avenue, New York, New York 10022, (hereinafter referred to as the "Assignor") was the owner of the trademarks, United States trademark registrations, symbols and devices identified in Schedule A hereto; and

WHEREAS, on the Effective Date, said Assignor did assign the foregoing to Federated Department Stores, Inc., a corporation formed under the laws of the State of Delaware, with an address of 7 West Seventh Street, Cincinnati, Ohio 45202; (hereinafter referred to as the "Assignee"); and

WHEREAS, it is now desirable to memorialize the assignment in a form suitable for recording in the United States Patent and Trademark Office.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor confirms that on the Effective Date, it did assign, transfer, and deliver all of its right, title and interest in and to all of Assignor's trademarks, symbols, devices and other intellectual property identified in Schedule A hereto together with all other intellectual property rights and the goodwill and business associated therewith to Assignee.

Said Assignor hereby agrees, without further consideration, to sign all future lawful papers and to perform all other lawful acts which the Assignee may request, to make this Assignment fully effective, including without limitation, prompt execution of all other documents necessary to effect the intent of this Assignment.

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IN WITNESS WHEREOF, the Assignor has caused this Confirmatory Assignment to be duly executed on the 28<sup>th</sup> day of October 2002, by the undersigned, a duly authorized officer of the Assignor on the Effective Date recited above.

BLOOMINGDALE'S, INC.

By: 

\_\_\_\_\_  
Dennis J. Broderick  
Vice President

STATE OF OHIO ) ss.:  
COUNTY OF HAMILTON

On this 28<sup>th</sup> day of October 2002, before me personally came Dennis J. Broderick, to me known who, by me being duly sworn, did depose and say that he was an officer of the Assignor on the Effective Date recited above and that he executed the annexed Confirmatory Assignment on behalf of such Assignor with full authority to do so.

SUBSCRIBED AND SWORN TO BEFORE ME  
THIS 28 DAY OF OCTOBER, 2002.

(SEAL)



*Dianne M. Webber*  
Notary Public

DIANNE M. WEBBER  
Notary Public, State of Ohio  
My Commission Expires Nov. 17, 2002

SCHEDULE A

MARK

REG. NO.

REG. DATE

BLOOMIE'S (Stylized)

1,917,007

September 5, 1995

217800.1

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**RECORDED: 11/13/2002**

**TRADEMARK**  
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