

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The M. O'Neil Company		05/30/2003	CORPORATION: OHIO

RECEIVING PARTY DATA

Name:	May Department Stores International, Inc.
Street Address:	615 Olive Street
City:	St. Louis
State/Country:	MISSOURI
Postal Code:	63101
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number
Serial Number:	76464865

CORRESPONDENCE DATA

Fax Number: (314)342-3066  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 314/342-6468  
 Email: ip\_group@may-co.com  
 Correspondent Name: Sarah J. Westover  
 Address Line 1: May Dept. Stores Co., 611 Olive St.  
 Address Line 2: Suite 1750  
 Address Line 4: St. Louis, MISSOURI 63101

NAME OF SUBMITTER:	Sarah J. Westover
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Total Attachments: 1  
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ASSIGNMENT

WHEREAS, THE M. O'NEIL COMPANY, a Ohio corporation, located at 611 Olive Street, St. Louis, Missouri 63101 (referred to herein as "M. O'Neil") owns the "IDEOLOGY" trademark (Serial No. 76/464,865);

WHEREAS, MAY DEPARTMENT STORES INTERNATIONAL, INC., a Delaware corporation, located and doing business at 615 Olive Street, St. Louis, Missouri 63101 (referred to herein as "MDSI") is desirous of acquiring said "IDEOLOGY" trademark (Serial No. 76/464,865), the good will and any and all rights and claims relating to said "IDEOLOGY" trademark (Serial No. 76/464,865);

NOW, THEREFORE, for Ten Dollars (\$10.00) and other good and valuable consideration, receipt and adequacy of which is hereby acknowledged, M. O'Neil has assigned, effective as of May 29, 2003 (the "Effective Date"), unto MDSI, its successors and assigns, all of its right, title and interest in and to the "IDEOLOGY" trademark (Serial No. 76/464,865), together with the goodwill symbolized by the "IDEOLOGY" trademark (Serial No. 76/464,865) and the application for registration of the "IDEOLOGY" trademark (Serial No. 76/464,865), and all rights and remedies for any infringement of the "IDEOLOGY" trademark (Serial No. 76/464,865). M. O'Neil further assigns to MDSI, its successors and assigns, all rights arising out of M. O'Neil's use of the "IDEOLOGY" trademark (Serial No. 76/464,865) prior to the date of this Assignment, and all rights arising out of M. O'Neil's use of the "IDEOLOGY" trademark (Serial No. 76/464,865) under any license from MDSI after the date of this Assignment.

IN WITNESS WHEREOF, THE M. O'NEIL COMPANY, a Ohio corporation, has caused this Assignment to be executed as of this 29<sup>th</sup> day of May, 2003 to be effective as of the Effective Date.

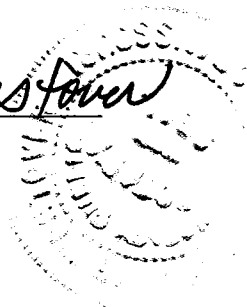
THE M. O'NEIL COMPANY

By Richard A. Brickson  
Richard A. Brickson  
Vice President and Secretary

STATE OF MISSOURI )  
) SS.  
CITY OF ST. LOUIS )

On the 29<sup>th</sup> day of May, 2003 before me personally came RICHARD A. BRICKSON, to me known, who, being by me duly sworn, did depose and say that he is the Vice President and Secretary of THE M. O'NEIL COMPANY, the corporation described herein, and who executed the foregoing Assignment and duly acknowledged to me that he executed the same as his free act and deed.

Sarah Jane Westover  
Notary Public



My commission expires: \_\_\_\_\_ SARAH JANE WESTOVER  
Notary Public — Notary Seal  
STATE OF MISSOURI  
St. Louis County  
My Commission Expires: August 10, 2003

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