

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Abraham & Straus, Inc.		03/22/2004	CORPORATION: OHIO

<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Federated Department Stores, Inc.
<b>Street Address:</b>	7 West Seventh Street
<b>City:</b>	Cincinnati
<b>State/Country:</b>	OHIO
<b>Postal Code:</b>	45202
<b>Entity Type:</b>	CORPORATION: DELAWARE

<b>PROPERTY NUMBERS Total: 2</b>		
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>
Registration Number:	972588	A & S
Registration Number:	1253265	A & S

<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(212)336-8001
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	(212) 336-8000
<b>Email:</b>	ptodocket@arelaw.com
<b>Correspondent Name:</b>	Max Vern
<b>Address Line 1:</b>	90 Park Avenue
<b>Address Line 4:</b>	New York, NEW YORK 10016

<b>ATTORNEY DOCKET NUMBER:</b>	33770/40/42
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<b>NAME OF SUBMITTER:</b>	Max Vern
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<b>Total Attachments: 1</b> source=A&S Assignment#page1.tif
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CH \$65.00 972588

## TRADEMARK ASSIGNMENT

WHEREAS, Abraham & Straus, Inc. a corporation organized and existing under the laws of the State of Ohio, having a principal place of business at 7 West Seventh Street, Cincinnati, Ohio 45202 ("Assignor"), is the owner of all right, title and interest to the service marks and U.S. Trademark Registration No. 972,588 of November 6, 1973 for the mark A & S; and U.S. Trademark Registration No. 1,253,265 of October 4, 1983 for the mark A & S (Stylized); 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 service marks A & S and A & S (Stylized), the goodwill associated therewith and U.S. Trademark Registrations No. 972,588 and No. 1,253,265;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the A & S and A & S (Stylized) service marks, together with the goodwill of the business symbolized by the A & S and A & S (Stylized) service marks and U.S. Trademark Registrations No. 972,588 and No. 1,253,265.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized officer this 22 day of March, 2004.

ABRAHAM & STRAUS, INC.

By: 

Name: Dennis J. Broderick

Title: Vice President of Macys East, Inc.

Successor in Trust to Abraham & Straus, Inc.

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