

FORM PTO-1618A

RECORDATION FORM COVER SHEET

U.S. DEPARTMENT OF COMMERCE

(Rev. 6-99)

TRADEMARKS ONLY

Patent and Trademark Office

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

1. Submission Type

- New
- Resubmission (Non-Recordation)
Document ID # _____
- Correction of PTO Error
Reel # _____ Frame # _____
- Corrective Document
Reel # _____ Frame # _____

2. Name of Conveying Party(ies):

Mercantile Stores Company, Inc.
9450 Seward Road
Fairfield, OH
45014

3. Name and Address of Receiving Party(ies):

Name: Dillard's, Inc.
Street Address: 1600 Cantrell Road
City: Little Rock
State: Arkansas Zip: 72202

- Individual(s) Association
- General Partnership Limited Partnership
- Corporation Delaware
- Other: _____

- Individual(s) citizenship _____
- Association _____
- General _____
- Limited Partnership _____
- Corporation Delaware
- Other _____

Additional Name(s) of conveying attached? Yes No

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. Nature of conveyance:

- Assignment Merger
- Security Agreement Change of Name
- Other: _____

Effective Date: August 13, 1998

5. Application number(s) or registration number(s):

A. Trademark Applicant No.(s)

B. Trademark Registration Nos.

1,691,693	2,188,264
1,711,060	2,086,397
1,887,972	1,439,147
1,530,805	1,398,527
1,703,431	2,089,654

Additional Sheet attached? Yes No

6 Name and address of party to whom correspondence concerning this matter should be mailed:

CUSTOMER NUMBER 00136
JACOBSON HOLMAN
400 7th Street, N.W.
Washington, DC 20004
Tel. 202-638-6666

Attorney Docket No. T-34647US0

7. Number of applications and registrations involved: 10

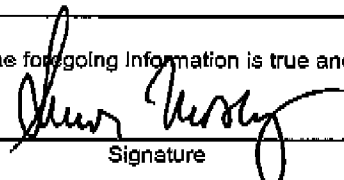
8. Total fee (37 CFR 3.41)..... \$ 265.00
 Credit Card Payment Form enclosed
 Should this form become detached or the amount be insufficient, please charge our Deposit Account, No. 06-1358

DO NOT USE THIS SPACE

10. 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.

Simor L. Moskowitz
Name of Person Signing


Signature

December 22, 2004
Date

Total number of pages excluding cover sheet: 5

CP \$265.00 1691693

CONFIRMATORY TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made by and between MERCANTILE STORES COMPANY, INC., a Delaware corporation, whose principal place of business is 9450 Seward Road, Fairfield, Ohio 45014, (hereinafter referred to as "Assignor"), and DILLARD'S, INC., a Delaware corporation, whose principal place of business is 1600 Cantrell Road, P.O. Box 486, Little Rock, Arkansas 72203-0486, (hereinafter referred to as "Assignee").

WHEREAS, Mercantile Stores Company, Inc. is the record owner of the trademarks and service marks, and the United States registrations and applications therefor, all as identified in the attached Schedule A (hereinafter referred to as the "ASSIGNED MARKS"); and

WHEREAS, on or about August 13, 1998, the Assignor did assign to Assignee the ASSIGNED MARKS, including the federal registrations therefor, and the goodwill of the business pertaining thereto, but no formal assignment document in a form recordable in the Patent and Trademark Office was executed; and

WHEREAS, the parties hereby desire to reconfirm the prior assignment of the ASSIGNED MARKS, the federal registrations therefor, and goodwill of Assignor associated therewith in order to record the change of the ownership in the Assignment Division of the Patent and Trademark Office and place formal title in the name of Assignee.

NOW, THEREFORE, for good and valuable consideration, previously paid by Assignee to Assignor, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to said Assignee, *nunc pro tunc*, as of August 13, 1998, all right, title and interest in and to the ASSIGNED MARKS and the identified registrations therefor, together with the whole of the goodwill of the business symbolized by the ASSIGNED MARKS, the same to be held and enjoyed by the Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this assignment and sale had not been made; together with all claims for damages by reason of past infringement of the ASSIGNED MARKS and with the right to sue for and

collect the same for its own use and benefit, and for the use and benefit of its successors, assigns or other legal representatives.

IN TESTIMONY THEREOF, said Assignor has caused its name to be signed and its seal to be affixed, by its duly authorized officer, this 13th day of December, 2004.

MERCANTILE STORES COMPANY, INC.

By: Paul J. Schroeder, Jr.

Title: Vice President and General Counsel

STATE OF ARKANSAS)

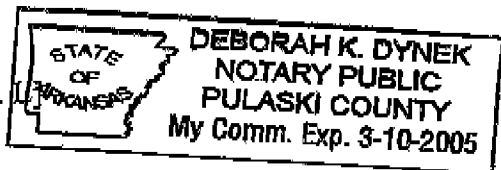
COUNTY OF PULASKI) ss.

Subscribed and sworn to before me this 13th day of December, 2004.

Deborah K. Dynek

Notary Public

[S E A.]



SCHEDULE A

<u>MARK</u>	<u>REG./APPLN. NO.</u>	<u>ISSUE/FILING DATE</u>
ALISON CRAIG	1,508,317	October 11, 1988
AMANDA SCOTT	1,452,277	August 11, 1987
ANTICIPATION	1,832,798	April 26, 1994
BACONS VIP REWARDS & Design	2,249,013	June 1, 1999
BACONS	2,212,864	December 22, 1998
BACONS (Stylized)	2,214,473	December 29, 1998
BACONS VIP REWARDS & Design	2,249,013	June 1, 1999
BROOKFORD	231,194	August 16, 1927
BUSTER THE DOG	2,198,503	October 20, 1998
BUTTONS THE BEAR	2,198,606	October 20, 1998
CASTNER KNOTT VIP REWARDS & Design	2,251,066	June 8, 1999
CASTNER KNOTT	2,214,485	December 29, 1998
CASTNER KNOTT CO. CK & Design	2,220,361	January 26, 1999
CK & Design	2,264,245	July 27, 1999
COLOR STOP	2,318,112	February 15, 2000
COTILLION	1,691,693	June 9, 1992
DAY SPA & Design	2,188,264	September 8, 1998
DE LENDRECIES (Stylized)	2,214,486	December 29, 1998
DE LENDRECIES	2,212,872	December 22, 1998
DE LENDRECIES VIP REWARDS & Design	2,249,009	June 1, 1999
FASHION YOUR FUTURE	2,211,425	December 15, 1998
FASHION YOUR FUTURE & Design	2,211,424	December 15, 1998

FIRST LADY	2,270,750	August 17, 1999
FIRST LADY	251,257	January 1, 1929
GAYFERS	2,212,871	December 22, 1998
GAYFERS (Stylized)	2,217,243	January 12, 1999
GAYFERS VIP REWARDS & Design	2,249,011	June 1, 1999
GB GLASS BLOCK & Design	2,271,552	August 24, 1999
GLASS BLOCK	2,212,870	December 22, 1998
GLASS BLOCK VIP REWARDS & Design	2,251,064	June 8, 1999
HENNESSYS VIP REWARDS & Design	2,249,010	June 1, 1999
HENNESSYS (Stylized)	2,268,339	August 10, 1999
ISHAWN (Stylized)	1,711,060	September 1, 1992
JACK THE DOG	2,189,494	September 15, 1998
JB WHITE VIP REWARDS & Design	2,264,256	July 27, 1999
JB WHITE	2,256,627	June 29, 1999
JB WHITE (Stylized)	2,218,683	January 19, 1999
JOSLINS VIP REWARDS & Design	2,252,840	June 15, 1999
JOSLINS (Stylized)	2,275,446	September 7, 1999
JOSLINS	2,275,447	September 7, 1999
KATE LANDRY	2,086,397	August 5, 1997
KINESIS	1,887,972	April 4, 1995
LAURA GAYLE	1,439,147	May 12, 1987
LAURA GAYLE	1,530,805	March 21, 1989
LG (Stylized)	75/204,317	November 26, 1996
LION	2,212,873	December 22, 1998
LION (Stylized)	2,214,487	December 29, 1998

LION VIP REWARDS & Design	2,247,327	May 25, 1999
LUCY THE LION	2,204,002	November 17, 1998
MARK ALEXANDER & Design	1,398,527	June 24, 1986
MARK ALEXANDER	1,703,431	July 28, 1992
MCALPIN'S VIP REWARDS & Design	2,251,065	June 8, 1999
MCALPIN'S	2,275,445	September 7, 1999
MCALPIN'S (Stylized)	2,275,453	September 7, 1999
MR. BINGLE'S KIDS CLUB	1,466,640	November 24, 1987
OCCASIONS	2,235,824	March 30, 1999
PINKIE THE PIG	2,198,607	October 20, 1998
ROOT'S VIP REWARDS & Design	2,247,328	May 25, 1999
ROYAL DEB	765,950	March 3, 1964
SIGNATURE HOME COLLECTION	2,089,645	August 19, 1997
SIGNATURES	2,016,239	November 12, 1996
STEP BY STEP	2,184,249	August 25, 1998
STEP BY STEP & Design	2,189,476	September 15, 1998
SUTTER & GRANT CLOTHING CO. & Design	2,162,834	June 2, 1998
THE JONES STORE VIP REWARDS & Design	2,275,459	September 7, 1999
TODAY'S GOURMET & Design	1,361,970	September 24, 1985
VIP REWARDS	2,249,012	June 1, 1999
WEST 31 st	1,300,679	October 16, 1984

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