

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Macy's West, Inc.		12/31/2004	CORPORATION: OHIO

RECEIVING PARTY DATA	
Name:	Macy's Department Stores, Inc.
Street Address:	50 O'Farrell Street
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94102
Entity Type:	CORPORATION: OHIO

PROPERTY NUMBERS Total: 57

Property Type	Number	Word Mark
Registration Number:	2043807	1-800-MACYBED
Registration Number:	1458415	BLOOMIE'S
Registration Number:	1917007	BLOOMIE'S
Registration Number:	1457512	BLOOMIE'S
Registration Number:	1918553	BLOOMIE'S
Registration Number:	1444260	BLOOMIE'S BEAR
Registration Number:	2010033	BLOOMINGDALE'S
Registration Number:	1999984	BLOOMINGDALE'S
Registration Number:	945425	BLOOMINGDALE'S
Registration Number:	1614408	BLOOMINGDALE'S
Registration Number:	1581982	BLOOMINGDALE'S
Registration Number:	1467712	BLOOMINGDALE'S
Registration Number:	2327265	BLOOMINGDALE'S PETITE CONCEPTS
Registration Number:	2416000	BLOOMINGDALE'S PETITE CONCEPTS

CH \$1440.00 2043807

Registration Number:	2526618	BON LIFE
Serial Number:	78481569	BON-MACY'S
Registration Number:	1799777	BURDINES
Registration Number:	2624139	BURDINES BRINGING IT TOGETHER
Registration Number:	1763502	BURDINES THE FLORIDA STORE
Serial Number:	78481634	BURDINES-MACY'S
Registration Number:	2520837	CONCEPT WOMAN
Serial Number:	78317302	FAST FIRST AUTOMATED SYSTEMS & TECHNOLOGY, INC.
Registration Number:	1843309	GOLDSMITH'S
Serial Number:	78481620	GOLDSMITH'S-MACYS
Registration Number:	1422340	LAZARUS
Serial Number:	78481586	LAZARUS-MACY'S
Registration Number:	1442293	LAZZIEBEAR
Registration Number:	2305758	MACYLAND
Registration Number:	78333	MACY'S
Registration Number:	355755	MACY'S
Registration Number:	355446	MACY'S
Registration Number:	360801	MACY'S
Registration Number:	922972	MACY'S
Registration Number:	2199728	MACY'S 4TH OF JULY FIREWORKS
Registration Number:	2232124	MACY'S E-SSENTIALS
Registration Number:	2212581	MACY'S FLOWER SHOW
Registration Number:	2626450	MACY'S MAS GUSTO MAS TU
Registration Number:	2664355	MACY'S MORE REWARDS
Registration Number:	2626451	MACY'S MORE YOU
Serial Number:	76426083	MACY'S MUSIC MANIA
Registration Number:	2206890	MACY'S THANKSGIVING DAY PARADE
Registration Number:	1055697	MACY'S THE CELLAR
Registration Number:	2478842	MACYS.COM
Registration Number:	2373705	MACY'S BY MAIL
Serial Number:	78483990	
Registration Number:	1477898	RICHIE
Registration Number:	1474303	RICHIE BEAR
Registration Number:	1126482	RICH'S
Registration Number:	2387219	RICH'S GREAT TREE

Registration Number:	2810761	RICH'S PINK PIG
Serial Number:	78481602	RICH'S-MACYS
Registration Number:	1494680	STERN'S
Registration Number:	258513	SUPRE-MACY
Registration Number:	1154284	THE BON
Registration Number:	2129644	THE BON MARCHE
Registration Number:	2534007	THE MAGIC OF MACY'S
Registration Number:	2346849	WWW.BLOOMINGDALES.COM

CORRESPONDENCE DATA

Fax Number: (212)336-8001
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (212) 336-8000
Email: ptodocket@arelaw.com
Correspondent Name: Max Vern
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Address Line 2: Amster, Rothstein & Ebenstein LLP
Address Line 4: New York, NEW YORK 10016

NAME OF SUBMITTER:	Max Vern
Signature:	/Max Vern/
Date:	07/29/2005

Total Attachments: 1
source=MACY'S WEST - MDS#page1.tif

UNITED STATES OF AMERICA
STATE OF OHIO
OFFICE OF THE SECRETARY OF STATE

I, J. Kenneth Blackwell, do hereby certify that I am the duly elected, qualified and present acting Secretary of State for the State of Ohio, and as such have custody of the records of Ohio and Foreign corporations; that said records show a Certificate of Amendment of MACY'S WEST, INC., an Ohio Corporation, Charter No. 1054944, changing its corporate title to: MACY'S DEPARTMENT STORES, INC., was filed December 31, 2004. Said Corporation, MACY'S DEPARTMENT STORES, INC., an Ohio Corporation, Charter No. 1054944, having its principal location in Cincinnati, County of Hamilton, was incorporated on January 20, 1999, is in GOOD STANDING upon the records of this office.



Witness my hand and the seal of the Secretary of State at Columbus, Ohio this 25th day of May, A.D. 2005.

J. Kenneth Blackwell
Ohio Secretary of State

Validation Number: 200514403160

RECORDED: 07/29/2005

TRADEMARK
REEL: 003130 FRAME: 0455