

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
The May Department Stores Company		08/30/2005	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Federated Retail Holdings, Inc.		
<b>Street Address:</b>	611 Olive Street		
<b>Internal Address:</b>	Suite 1750		
<b>City:</b>	St. Louis		
<b>State/Country:</b>	MISSOURI		
<b>Postal Code:</b>	63101		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1924333	FAMOUS-BARR	
Registration Number:	1924334	MEIER & FRANK	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(314)342-3066		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	314/342-4454		
<b>Email:</b>	ip_group@may-co.com		
<b>Correspondent Name:</b>	Carla A. Young Martin		
<b>Address Line 1:</b>	611 Olive Street		
<b>Address Line 2:</b>	Suite 1750		
<b>Address Line 4:</b>	St. Louis, MISSOURI 63101		
<b>NAME OF SUBMITTER:</b>	Carla A. Young Martin		
<b>Signature:</b>	/Carla A. Young Martin/		

OP \$65.00 1924333

Date:

10/11/2005

**Total Attachments: 3**

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FILING RECEIPT

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ENTITY NAME: FEDERATED RETAIL HOLDINGS, INC.

DOCUMENT TYPE: AMENDMENT (DOMESTIC BUSINESS)  
NAME

COUNTY: NEWY

SERVICE COMPANY: CORPORATION SERVICE COMPANY

SERVICE CODE: 45

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FILED:08/30/2005 DURATION:\*\*\*\*\* CASH#:050830000045 FILM #:050830000043

ADDRESS FOR PROCESS  
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REGISTERED AGENT  
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FILER	FEES		PAYMENTS	
-----	-----	370.00	370.00	-----
JONES DAY	FILING	60.00	CASH	0.00
NORTH POINT	TAX	0.00	CHECK	0.00
901 LAKESIDE AVENUE	CERT	0.00	CHARGE	0.00
CLEVELAND, OH 44114	COPIES	10.00	DRAWDOWN	370.00
	HANDLING	300.00	OPAL	0.00
			REFUND	0.00
			-----	

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DOS-1025 (11/89)

CSC 45

f 050830000 043

New York State  
Department of State  
Division of Corporations, State Records  
and Uniform Commercial Code  
41 State Street  
Albany, NY 12231  
www.dos.state.ny.us

CERTIFICATE OF AMENDMENT  
OF THE  
CERTIFICATE OF INCORPORATION  
OF

The May Department Stores Company  
(Insert Name of Domestic Corporation)

Under Section 805 of the Business Corporation Law

FIRST: The name of the corporation is: The May Department Stores Company

If the name of the corporation has been changed, the name under which it was formed is:

SECOND: The date of filing of the certificate of incorporation with the Department of State is:

June 4, 1910

THIRD: The amendment effected by this certificate of amendment is as follows: (Set forth each amendment in a separate paragraph providing the subject matter and full text of each amended paragraph. For example, an amendment changing the name of the corporation would read as follows: Paragraph First of the Certificate of Incorporation relating to the corporation name is hereby amended to read as follows: First: The name of the corporation is... (new name) ...)

Paragraph First of the Certificate of Incorporation relating to the name of the corporation

is hereby amended to read in its entirety as follows:

The name of the corporation shall be: Federated Retail Holdings, Inc.

|

F 05.0830000. 043

FOURTH: The certificate of amendment was authorized by: [Check the appropriate box]

- The vote of the board of directors followed by a vote of a majority of all outstanding shares entitled to vote thereon at a meeting of shareholders.
- The vote of the board of directors followed by the unanimous written consent of the holders of all outstanding shares.

*[Handwritten Signature]*  
(Signature)

Padma Tatta Cariappa, Secretary  
(Name and Capacity of Signer)

2005 AUG 30 AM 8:25

FILED

CERTIFICATE OF AMENDMENT  
OF THE  
CERTIFICATE OF INCORPORATION  
OF

The May Department Stores Company  
(Insert Name of Domestic Corporation)

*[Handwritten Initials]*  
STATE OF NEW YORK  
DEPARTMENT OF STATE

Under Section 805 of the Business Corporation Law

AUG 30 2005

Filer's Name Jones Day  
Address North Point, 901 Lakeside Avenue  
City, State and Zip Code Cleveland, OH 44114

FILED  
TAX \$ \_\_\_\_\_  
BY: *[Handwritten Signature]*

*Chart ref 539 717 JBA*  
*20*

NOTE: This form was prepared by the New York State Department of State. It does not contain all optional provisions under the law. You are not required to use this form. You may draft your own form or use forms available at legal stationery stores. The Department of State recommends that all documents be prepared under the guidance of an attorney. The certificate must be submitted with a \$60 filing fee, plus the required tax on shares pursuant to § 180 of the Tax Law, if applicable.

For Office Use Only

CSC 45  
DRAW DOWN

*2*

2005 AUG 30 AM 8:05

RECEIVED

*045*