

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
Federated Department Stores, Inc.		02/02/2006	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Macy's Merchandising Group, Inc.		
Street Address:	11 Penn Plaza		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1378675	BELGIQUE	
CORRESPONDENCE DATA			
Fax Number:	(212)336-8001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(212) 336-8000		
Email:	ptodocket@arelaw.com		
Correspondent Name:	Max Vern		
Address Line 1:	90 Park Avenue		
Address Line 2:	Amster, Rothstein & Ebenstein LLP		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	33754/652		
NAME OF SUBMITTER:	Max Vern		
Signature:	/Max Vern/		
Date:	02/03/2006		

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Total Attachments: 1
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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 ("Assignor"), is the owner of all right, title and interest to the trademark and U.S. Trademark Registration No. 1,378,675 of January 14, 1986 for the mark BELGIQUE; and

WHEREAS, Macy's Merchandising Group, Inc., a corporation organized and existing under the laws of the State of Delaware, having a principal place of business at 11 Penn Plaza, New York, NY 10001 ("Assignee"), is desirous of acquiring the trademark BELGIQUE, the goodwill associated therewith and U.S. Trademark Registration No. 1,378,675;

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 BELGIQUE trademark, together with the goodwill of the business symbolized by the BELGIQUE trademark and U.S. Trademark Registration No. 1,378,675.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized officer this 2 day of February, 2006.

Federated Department Stores, Inc.

By: 

Name: Jay L. Monitz

Title: Divisional Vice President, Associate
General Counsel