

**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: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	73517486		
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(314)342-3006		
	<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/		
<b>Date:</b>	02/20/2006		

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