

**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>	
Registration Number:	1975936	HECHT'S	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)336-8001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(212) 336-8000		
<b>Email:</b>	ptodocket@arelaw.com		
<b>Correspondent Name:</b>	Max Vern		
<b>Address Line 1:</b>	90 Park Avenue		
<b>Address Line 2:</b>	Amster, Rothstein & Ebenstein LLP		
<b>Address Line 4:</b>	New York, NEW YORK 10016		
<b>ATTORNEY DOCKET NUMBER:</b>	33794/34		
<b>NAME OF SUBMITTER:</b>	Max Vern		
<b>Signature:</b>	/Max Vern/		

CH \$40.00 1975936

Date:

05/24/2006

**Total Attachments: 3**

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State of New York }  
Department of State } ss:

*I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.*

*Witness my hand and seal of the Department of State on* **December 16, 2005**



A handwritten signature in black ink, appearing to read "D. H. Ho", is written over the seal area.

*Special Deputy Secretary of State*

DOS-1266 (9/05)

CSC 45

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.

DOS-1664 (1003)

050830000

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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.

*Padma Tatta Cariappa*  
(Signature)

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

FILED  
AUG 30 AM 8:25

CERTIFICATE OF AMENDMENT  
OF THE  
CERTIFICATE OF INCORPORATION  
OF

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

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  
TAXS  
BY: *[Signature]*

*Chart ref 539 117 JBA*

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

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2005 AUG 30 AM 8:05

RECEIVED

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