

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	MERGER
EFFECTIVE DATE:	10/02/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Parisian Stores, Inc.		10/02/2006	CORPORATION: ALABAMA

RECEIVING PARTY DATA

Name:	Belk, Inc.
Street Address:	2801 West Tyvola Road
City:	Charlotte
State/Country:	NORTH CAROLINA
Postal Code:	28217
Entity Type:	CORPORATION: FLORIDA

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Serial Number:	78938568	SNUGGLE SOFT
Serial Number:	78833105	MEET YOUR MATCH PARISIAN CERTIFIED FIT SPECIALIST. PARISIAN CERTIFIED FIT SPECIALIST.
Serial Number:	78838063	PT PRO TOUR GOLF SHOP AT PARISIAN

CORRESPONDENCE DATA

Fax Number: (704)444-1111
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 704-444-1000
 Email: elaine.hunt@alston.com
 Correspondent Name: Brian M. Davis
 Address Line 1: 101 South Tryon Street, Suite 4000
 Address Line 4: Charlotte, NORTH CAROLINA 28280

ATTORNEY DOCKET NUMBER:	30290/296911
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OP \$90.00 78938568

NAME OF SUBMITTER:	Elaine B. Hunt
Signature:	/Elaine B. Hunt/
Date:	02/20/2007
Total Attachments: 2 source=Parisian Merger#page1.tif source=Parisian Merger#page2.tif	

**CERTIFICATE OF MERGER
OF
PARISIAN ALABAMA, INC.,
PARISIAN WHOLESALERS, INC.,
and PARISIAN STORES, INC.**

WITH AND INTO

BELK, INC.,

(UNDER SECTION 252 OF THE GENERAL
CORPORATION LAW OF THE STATE OF DELAWARE)

The undersigned corporation, organized and existing under and by virtue of the Delaware General Corporation Law (the "DGCL"), DOES HEREBY CERTIFY:

1. Parisian Alabama, Inc., a Delaware corporation; Parisian Wholesalers, Inc., an Alabama corporation; and Parisian Stores, Inc., an Alabama corporation (collectively, the "Subs"), are each a wholly owned subsidiary of Belk, Inc. ("Belk"), a Delaware corporation. Each of the Subs is merging with and into Belk (the "Merger").

2. The Merger Agreement dated as of October 2, 2006 (as in effect on the date hereof, the "Merger Agreement") by and between Belk and the Subs, has been approved, adopted, certified, executed and acknowledged by Belk and each of the Subs, in accordance with Section 252 of the DGCL.

3. Belk will be the surviving Delaware corporation following the Merger, using the name "Belk, Inc." (the "Surviving Corporation").

4. The Certificate of Incorporation of Belk, Inc. will be the Certificate of Incorporation of the Surviving Corporation until thereafter duly amended in accordance with its terms and the DGCL.

5. The Merger Agreement pursuant to which the Merger is being consummated is on file at the principal place of business of the Surviving Corporation. The address of the principal place of business of the Surviving Corporation is 2801 West Tyvola Road, Charlotte, NC 28217.


6. A copy of the Merger Agreement will be furnished by the Surviving Corporation, on request and without cost, to any stockholder of any constituent corporation.

7. The Merger shall become effective upon the filing of this Certificate of Merger with the Secretary of State of the State of Delaware.

State of Delaware
Secretary of State
Division of Corporations
Delivered 03:46 PM 10/02/2006
FILED 03:46 PM 10/02/2006
SRV 060905595 - 2813367 FILE

IN WITNESS WHEREOF, Belk, Inc. has caused its duly authorized officer to execute and deliver this Certificate of Merger as of the 2nd day of October, 2006.

BELK, INC.

By: 
Ralph A. Pitts
Executive Vice President and General Counsel