

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Federated Retail Holdings, Inc.	FORMERLY The May Department Stores Company Corporation	04/03/2006	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	White Star Marketing, L.L.C.		
<b>Street Address:</b>	247 25th Street		
<b>City:</b>	Del Mar		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	92014		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2858934	VIVID	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(858)755-3122		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	858-755-3122		
<b>Email:</b>	rosspatent@pacbell.net		
<b>Correspondent Name:</b>	John R. Ross, III		
<b>Address Line 1:</b>	P.O. Box 2138		
<b>Address Line 4:</b>	Del Mar, CALIFORNIA 92014		
<b>NAME OF SUBMITTER:</b>	John R. Ross, III		
<b>Signature:</b>	/jrr/		
<b>Date:</b>	03/26/2007		

CH \$40.00 2858934

Total Attachments: 1

**900072638**

**TRADEMARK  
 REEL: 003507 FRAME: 0759**



**ASSIGNMENT**

WHEREAS, FEDERATED RETAIL HOLDINGS, INC., f/k/a THE MAY DEPARTMENT STORES COMPANY, a New York corporation, located at 7 West Seventh Street, Cincinnati, Ohio, 45202 (referred to herein as "MAY") owns the "VIVID" trademark (Reg No. 2,858,934); and

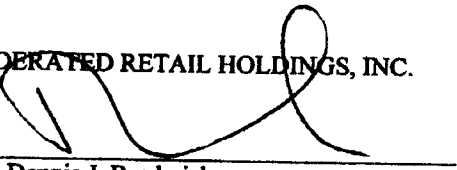
WHEREAS, WHITE STAR MARKETING, L.L.C., a Delaware limited liability company, located and doing business at \_\_\_\_\_247 25<sup>th</sup> Street, Del Mar, CA 92014 (referred to herein as "WHITE STAR") is desirous of acquiring said "VIVID" trademark (Reg. No. 2,858,934), and the good will and any and all rights and claims relating to said "VIVID" trademark (Reg. No. 2,858,934).

NOW, THEREFORE, for Ten Dollars (\$10.00) and other good and valuable consideration, receipt and adequacy of which is hereby acknowledged, MAY has assigned, effective as of April 3, 2006 (the "Effective Date"), unto WHITE STAR, its successors and assigns, all of its right, title and interest in and to the "VIVID" trademark (Reg. No. 2,858,934), together with the goodwill symbolized by the "VIVID" trademark (Reg. No. 2,858,934) and all rights and remedies for any infringement of the "VIVID" trademark (Reg. No. 2,858,934). MAY further assigns to WHITE STAR, its successors and assigns, all rights arising out of MAY's use of the "VIVID" trademark (Reg. No. 2,858,934) prior to the date of this Assignment, and all rights arising out of MAY's use of the "VIVID" trademark (Reg. No. 2,858,934) under any license from WHITE STAR after the date of this Assignment.

IN WITNESS WHEREOF, FEDERATED RETAIL HOLDINGS, INC., f/k/a THE MAY DEPARTMENT STORES COMPANY, a New York corporation, has caused this Assignment to be executed as of this 3 day of April, 2006 to be effective as of the Effective Date.

FEDERATED RETAIL HOLDINGS, INC.


By



Dennis J. Broderick  
SVP, General Counsel

STATE OF OHIO )  
 ) SS.  
COUNTY OF HAMILTON)

On the 3rd day of April, 2006 before me personally came Dennis J. Broderick, to me known, who, being by me duly sworn, did depose and say that he is the SVP, General Counsel of FEDERATED RETAIL HOLDINGS, INC. f/k/a THE MAY DEPARTMENT STORES COMPANY, the corporation described herein, and who executed the foregoing Assignment and duly acknowledged to me that he executed the same as his free act and deed.

  
Notary Public

My commission expires: \_\_\_\_\_

**DIANNE M. WEBBER**  
NOTARY PUBLIC, STATE OF OHIO  
MY COMMISSION EXPIRES 11-17-07

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