

**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>
Federated Department Stores, Inc.		05/18/2007	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Macy's, Inc.		
<b>Street Address:</b>	7 West Seventh Street		
<b>City:</b>	Cincinnati		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	45202		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2288677	FIRST IMPRESSIONS	
<b>Registration Number:</b>	2517774	FIRST IMPRESSIONS	
<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>	33765/1014		
<b>NAME OF SUBMITTER:</b>	Max Vern		
<b>Signature:</b>	/Max Vern/		

**CH \$65.00 2288677**

Date:

11/28/2007

**Total Attachments: 2**

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# Delaware

PAGE 1

*The First State*

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "FEDERATED DEPARTMENT STORES, INC.", CHANGING ITS NAME FROM "FEDERATED DEPARTMENT STORES, INC." TO "MACY'S, INC.", FILED IN THIS OFFICE ON THE EIGHTEENTH DAY OF MAY, A.D. 2007, AT 7:48 O'CLOCK P.M.

A FILED COPY OF THIS CERTIFICATE HAS BEEN FORWARDED TO THE NEW CASTLE COUNTY RECORDER OF DEEDS.

AND I DO HEREBY FURTHER CERTIFY THAT THE EFFECTIVE DATE OF THE AFORESAID CERTIFICATE OF AMENDMENT IS THE FIRST DAY OF JUNE, A.D. 2007.

2078197 8100

070588615



*Harriet Smith Windsor*

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5693751

DATE: 05-21-07

TRADEMARK  
REEL: 003668 FRAME: 0094

**STATE OF DELAWARE  
CERTIFICATE OF AMENDMENT  
OF CERTIFICATE OF INCORPORATION**

**FEDERATED DEPARTMENT STORES, INC.**

The Corporation organized and existing under and by virtue of the General Corporation Law of the State of Delaware does hereby certify:

**FIRST:** At meetings of the Board of Directors of Federated Department Stores, Inc., on February 26, 2007, and March 23, 2007, the Board adopted resolutions and took actions setting forth a proposed amendment of the Certificate of Incorporation of said corporation, declaring said amendment to be advisable and calling a meeting of the stockholders of said corporation for consideration thereof. The resolution setting forth the proposed amendment is as follows:

**RESOLVED**, the Board deems it is advisable that Article First of the Company's Certificate of Incorporation be amended (the "Charter Amendment") to change the corporate name of the Company to Macy's, Inc., effective as of June 1, 2007, and that such Article First be amended and restated in its entirety to read as follows:

**FIRST:** The name of the corporation is Macy's, Inc. (the "Company").

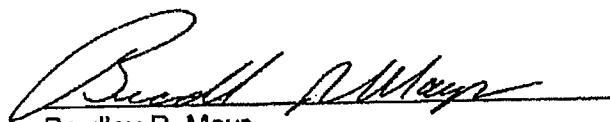
**SECOND:** That thereafter, pursuant to the resolution of its Board of Directors, a meeting of the stockholders of said corporation was duly called and held on May 18, 2007, upon notice in accordance with Section 222 of the General Corporation Law of the State of Delaware at which meeting the necessary number of shares as required by statutes were voted in favor of the amendment.

**THIRD:** That said amendment was duly adopted in accordance with the provisions of Section 242 of the General Corporation Law of the State of Delaware.

**FOURTH:** The effective time of the amendment herein certified shall be June 1, 2007.

**IN WITNESS WHEREOF**, said corporation has caused this certificate to be signed this 18<sup>th</sup> day of May, 2007.

**FEDERATED DEPARTMENT STORES, INC.**

  
Bradley R. Mays  
Vice President