

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Macy's, Inc.		12/03/2007	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Macy's Merchandising Group, Inc.
Street Address:	11 Penn Plaza
City:	New York
State/Country:	NEW YORK
Postal Code:	10001
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 8

Property Type	Number	Word Mark
Registration Number:	3086968	AQUA
Registration Number:	2627932	JOSEPH & LYMAN
Registration Number:	1497806	S-U-T-T-O-N STUDIO
Registration Number:	1556953	METROPOLITAN VIEW
Registration Number:	2264879	BIG BROWN BAG
Registration Number:	3078961	BIG BROWN BAG
Registration Number:	2264880	MEDIUM BROWN BAG
Registration Number:	2264881	LITTLE BROWN BAG

CORRESPONDENCE DATA	
Fax Number:	(212)336-8001
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(212) 336-8000
Email:	ptodocket@arelaw.com
Correspondent Name:	Max Vern
Address Line 1:	90 Park Avenue

CH \$215.00 3086968

Address Line 2: Amster, Rothstein & Ebenstein LLP
Address Line 4: New York, NEW YORK 10016

ATTORNEY DOCKET NUMBER:	33775/236
NAME OF SUBMITTER:	Max Vern
Signature:	/Max Vern/
Date:	12/04/2007

Total Attachments: 2

source=Macy's Inc - MMGI - US Deed of Assignment of Bloomingdale's Brands#page1.tif
source=Macy's Inc - MMGI - US Deed of Assignment of Bloomingdale's Brands#page2.tif

TRADEMARK ASSIGNMENT

WHEREAS, Macy's, Inc., a corporation organized and existing under the laws of the State of Delaware, having a principal place of business at 7 West Seventh Street, Cincinnati, Ohio 45202, USA ("Assignor"), is the owner of all right, title and interest to trademarks stated in the attached Exhibit A and U.S. Trademark Registrations stated therein, and all goodwill associated therewith; and

WHEREAS, Macy's Merchandising Group, Inc., a corporation organized and existing under the laws of the State of Delaware, having a principal place of business at 11 Penn Plaza, New York, NY 10001, USA ("Assignee"), is desirous of acquiring the trademarks stated in the Exhibit A, the U.S. Trademark Registrations stated therein, and all goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the trademarks stated in the Exhibit A, together with all goodwill of the business symbolized by the trademarks and U.S. Trademark Registrations stated in the Exhibit A.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized officer this 3 day of Dec., 2007.

Macy's, Inc

By: 

Name: Jay L. Monitz

Title: Divisional Vice President and Associate General Counsel

Exhibit A

<u>Mark</u>	<u>Reg. No.</u>
AQUA Stylized	3,086,968
JOSEPH & LYMAN	2,627,932
SUTTON STUDIO Stylized	1,497,806
METROPOLITAN VIEW	1,556,953
BIG BROWN BAG	2,264,879
BIG BROWN BAG Stylized	3,078,961
MEDIUM BROWN BAG	2,264,880
LITTLE BROWN BAG	2,264,881