

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.		10/08/2008	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Macy's Department Stores, Inc.		
Street Address:	11 Penn Plaza		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77360283	MACY'S GREAT TREE	
CORRESPONDENCE DATA			
Fax Number:	(212)336-8001		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-336-8050		
Email:	ptodocket@arelaw.com		
Correspondent Name:	Chester Rothstein, Esq.		
Address Line 1:	Amster, Rothstein & Ebenstein LLP		
Address Line 2:	90 Park Avenue		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	33789-0776		
NAME OF SUBMITTER:	Chester Rothstein		
Signature:	/Chester Rothstein/		
Date:	10/08/2008		

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Total Attachments: 1
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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"), has adopted, used and is using, through itself and through related entities, the trademark MACY'S GREAT TREE ("the Trademark") and U.S. Trademark Application Serial No. 77/360,283 for the Trademark, and all goodwill associated therewith; and

WHEREAS, Macy's Department Stores, 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 all right, title and interest to the Trademark and U.S. Trademark Application Serial No. 77/360,283 for the Trademark, 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 of its right, title and interest in and to the Trademark, together with all goodwill of the business symbolized by the Trademark, and U.S. Trademark Application Serial No. 77/360,283 for the Trademark.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized officer this 5th day of October, 2008.

Macy's, Inc.

By: _____

Name: Jay L. Monitz

Title: Vice President