

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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.		09/30/2009	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Macy's Merchandising Group, Inc.		
<b>Street Address:</b>	11 Penn Plaza		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10001		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2754221	GLAMORAMA	
<b>CORRESPONDENCE DATA</b>			
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		
Address Line 2:	Amster, Rothstein & Ebenstein LLP		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	33794/153		
NAME OF SUBMITTER:	Max Vern		
Signature:	/Max Vern/		
Date:	10/02/2009		

CH \$40.00 2754221

Total Attachments: 1

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**TRADEMARK ASSIGNMENT**

WHEREAS, Federated Retail Holdings, Inc., a corporation organized and existing under the laws of the State of New York, having a principal place of business at 611 Olive Street, Suite 1750, St. Louis, Missouri 63101, USA (“Assignor”), is the owner of all right, title and interest to service mark GLAMORAMA and U.S. Service Mark Registration No. 2,754,221 therefor, 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 said service mark, the U.S. Service Mark Registration No. 2,754,221 therefor, 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 service mark GLAMORAMA, together with all goodwill of the business symbolized by the mark and U.S. Service Mark Registration No. 2,754,221.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized officer this 20th day of September, 2009.

Federated Retail Holdings, Inc.

By: 

Name: Jay L. Monitz  
Title: Vice President