

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Macy's Department Stores, Inc.		08/07/2009	CORPORATION: OHIO

RECEIVING PARTY DATA

Name:	Macy's West Stores, Inc.
Street Address:	50 O'Farrell Street
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94102
Entity Type:	CORPORATION: OHIO

PROPERTY NUMBERS Total: 35

Property Type	Number	Word Mark
Registration Number:	1154284	THE BON
Registration Number:	1614408	BLOOMINGDALE'S
Registration Number:	2010033	BLOOMINGDALE'S
Registration Number:	1999984	BLOOMINGDALE'S
Registration Number:	1917007	BLOOMIE'S
Registration Number:	1458415	BLOOMIE'S
Registration Number:	1444260	BLOOMIE'S BEAR
Registration Number:	1467712	BLOOMINGDALE'S
Registration Number:	1918553	BLOOMIE'S
Registration Number:	0945425	BLOOMINGDALE'S
Registration Number:	1457512	BLOOMIE'S
Registration Number:	1581982	BLOOMINGDALE'S
Registration Number:	2346849	WWW.BLOOMINGDALES.COM
Registration Number:	2206890	MACY'S THANKSGIVING DAY PARADE

CH \$890.00 1154284

Registration Number:	2199728	MACY'S 4TH OF JULY FIREWORKS
Registration Number:	2212581	MACY'S FLOWER SHOW
Registration Number:	0078333	MACY'S
Registration Number:	0360801	MACY'S
Registration Number:	0922972	MACY'S
Registration Number:	1055697	MACY'S THE CELLAR
Registration Number:	2043807	1-800-MACYBED
Registration Number:	2478842	MACYS.COM
Registration Number:	2534007	THE MAGIC OF MACY'S
Registration Number:	2987243	FAST FIRST AUTOMATED SYSTEMS & TECHNOLOGY, INC.
Registration Number:	3062625	BURDINES-MACY'S
Registration Number:	3015464	GOLDSMITH'S-MACYS
Registration Number:	3072905	LAZARUS-MACY'S
Registration Number:	3072904	BON-MACY'S
Registration Number:	3011343	RICH'S-MACYS
Registration Number:	3060081	
Registration Number:	3129938	MACY'S
Registration Number:	3129818	MACY'S
Registration Number:	3574846	MACY'S GREAT TREE
Registration Number:	3580003	FORTY CARROTS
Registration Number:	3668492	THE PINK PIG

CORRESPONDENCE DATA

Fax Number: (212)336-8001
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (212) 336-8000
Email: ptodocket@arelaw.com
Correspondent Name: Max Vern
Address Line 1: Amster, Rothstein & Ebenstein LLP
Address Line 2: 90 Park Avenue
Address Line 4: New York, NEW YORK 10016

ATTORNEY DOCKET NUMBER:	33789/895
NAME OF SUBMITTER:	Max Vern
Signature:	/Max Vern/
Date:	06/18/2010

Total Attachments: 4

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200922200378

DATE 08/10/2009	DOCUMENT ID 200922200378	DESCRIPTION DOMESTIC/AMENDMENT TO ARTICLES (AMD)	FILING 50.00	EXPED .00	PENALTY .00	CERT .00	COPY .00
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Receipt

This is not a bill. Please do not remit payment.

DIAMOND ACCESS
ATTN: LISA VAIDO
887 SOUTH HIGH STREET
COLUMBUS, OH 43206

**STATE OF OHIO
CERTIFICATE**

Ohio Secretary of State, Jennifer Brunner

1054944

It is hereby certified that the Secretary of State of Ohio has custody of the business records for

MACY'S WEST STORES, INC.

and, that said business records show the filing and recording of:

Document(s):
DOMESTIC/AMENDMENT TO ARTICLES

Document No(s):
200922200378



United States of America
State of Ohio
Office of the Secretary of State

Witness my hand and the seal of the
Secretary of State at Columbus, Ohio
this 7th day of August, A.D. 2009.

A handwritten signature in cursive script, appearing to read "Jennifer Brunner".

Ohio Secretary of State



Prescribed by:

The Ohio Secretary of State
Central Ohio: (614) 466-3910
Toll Free: 1-877-SOS-FILE (1-877-767-3453)

www.sos.state.oh.us
e-mail: busserv@sos.state.oh.us

Expedite this Form: (Select One)	
Mail Form to one of the Following:	
<input type="radio"/> Yes	PO Box 1390 Columbus, OH 43216 *** Requires an additional fee of \$100 ***
<input type="radio"/> No	PO Box 1028 Columbus, OH 43216

Certificate of Amendment by Shareholders or Members
(Domestic)
Filing Fee \$50.00

(CHECK ONLY ONE (1) BOX)

<input type="checkbox"/> (1) Domestic for Profit Amended (122-AMAP)	PLEASE READ INSTRUCTIONS <input checked="" type="checkbox"/> Amendment (125-AMDS)	<input type="checkbox"/> (2) Domestic Nonprofit Amended (126-AMAN)	<input type="checkbox"/> Amendment (128-AMD)
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Complete the general information in this section for the box checked above.

Name of Corporation: Macy's Department Stores, Inc.

Charter Number: 1054944

Name of Officer: Dennis J. Broderick,

Title: President

Please check if additional provisions attached.

The above named Ohio corporation, does hereby certify that:

A meeting of the shareholders directors (*nonprofit amended articles only*)

members was duly called and held on _____ (Date)

at which meeting a quorum was present in person or by proxy, based upon the quorum present, an affirmative vote was cast which entitled them to exercise _____ % as the voting power of the corporation.

In a writing signed by all of the shareholders directors (*non-profit amended articles only*)

members who would be entitled to the notice of a meeting or such other proportion not less than a majority as the articles of regulations or bylaws permit.

RECEIVED
CLERK SERVICES CENTER
2007-06-11 11:23 AM

Clause applies if amended box is checked.

Resolved, that the following amended articles of incorporations be and the same are hereby adopted to supercede and take the place of the existing articles of incorporation and all amendments thereto.

All of the following information must be completed if an amended box is checked.
If an amendment box is checked, complete the areas that apply.

FIRST: The name of the corporation is: Macy's West Stores, Inc.

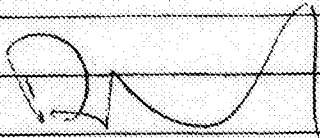
SECOND: The place in the State of Ohio where its principal office is located is in the City of:

_____ (city, village or township) _____ (county)

THIRD: The purposes of the corporation are as follows:

FOURTH: The number of shares which the corporation is authorized to have outstanding is: _____
(Does not apply to box (2))

REQUIRED
Must be authenticated
(signed) by an authorized
representative
(See Instructions)



Authorized Representative
Dennis J. Brodrick, President
(Print Name)

August 7, 2009

Date

Authorized Representative
(Print Name)

Date

Attachment to Certificate of Amendment of
Macy's Department Stores, Inc.

The Articles of Incorporation of Macy's Department Stores, Inc. shall be amended to change its corporate name, effective August 10, 2009, to Macy's West Stores, Inc.