

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
	Macy's Retail Holdings, Inc.		04/15/2011
			Entity Type
			CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Macy's, Inc.		
Street Address:	7 West Seventh Street		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45202		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
	Property Type	Number	Word Mark
	Registration Number:	1280220	FILENE'S BASEMENT OF BOSTON
	Registration Number:	1960415	FILENE'S
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:	Amster, Rothstein & Ebenstein LLP		
Address Line 2:	90 Park Avenue		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	33765/1085		
NAME OF SUBMITTER:	Max Vern		
Signature:	/Max Vern/		
Date:	04/15/2011		
Total Attachments: 1 source=MRH - Macy's Inc US Signed Deed of Assignment FILENE'S#page1.tif			

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TRADEMARK ASSIGNMENT

WHEREAS, Macy's Retail Holdings, Inc., a corporation organized and existing under the laws of the State of New York, having a principal place of business at 7 West Seventh Street, Cincinnati, OH 45202, USA ("Assignor"), is the owner of all right, title and interest to trademark FILENE'S and U.S. Trademark Registration No. 1,960,415 therefor, and is the owner of all right, title and interest to trademark FILENE'S BASEMENT OF BOSTON and U.S. Trademark Registration No. 1,280,220 therefor (together "the Trademarks"), and is the owner of all goodwill associated with the Trademarks; and

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, OH 45202, USA ("Assignee"), is desirous of acquiring the said Trademarks, the U.S. Trademark Registrations No. 1,960,415 and No. 1,280,220 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 trademarks FILENE'S and FILENE'S BASEMENT OF BOSTON, together with all goodwill of the business symbolized by the Trademarks and U.S. Trademark Registrations No. 1,960,415 and No. 1,280,220.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized officer this 15 day of April, 2011.

Federated Retail Holdings, Inc.

By: _____

Name: Jay L. Monitz

Title: Assistant Secretary