

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 Retail Holdings, Inc.		04/25/2011	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: 1			
Property Type	Number	Word Mark	
Registration Number:	0204692	ABRAHAM & STRAUS	
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:	33765/1090		
NAME OF SUBMITTER:	Max Vern		
Signature:	/Max Vern/		
Date:	04/25/2011		
Total Attachments: 1 source=ABRAHAM & STRAUS 204692 - MRH - Macy's Inc Signed US Deed of Assignment#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 ABRAHAM & STRAUS and U.S. Trademark Registration No. 204692 therefor ("the Trademark"), and is the owner of all goodwill associated with the Trademark; 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 Trademark, the U.S. Trademark Registration No. 204692, 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 trademark ABRAHAM & STRAUS, together with all goodwill of the business symbolized by the Trademark and U.S. Trademark Registration No. 204692.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized officer this 25 day of April, 2011.

Macy's Retail Holdings, Inc.

By: _____

Name: Jay L. Monitz
Title: Assistant Secretary