

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	06/01/2007

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Macy's Retail Holdings, Inc.		07/12/2011	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: 2

Property Type	Number	Word Mark
Registration Number:	1728405	MAY
Registration Number:	1793132	ROBINSONS-MAY

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
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ATTORNEY DOCKET NUMBER:	33794/30
NAME OF SUBMITTER:	Max Vern

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**TRADEMARK
 REEL: 004580 FRAME: 0363**

CH \$65.00 1728405

Signature:	/Max Vern/
Date:	07/12/2011
Total Attachments: 3 source=MRH - Macy's Inc Signed US Deed of Assignment MAY ROBINSONS-MAY#page1.tif source=MRH - Macy's Inc Signed US Deed of Assignment MAY ROBINSONS-MAY#page2.tif source=MRH - Macy's Inc Signed US Deed of Assignment MAY ROBINSONS-MAY#page3.tif	

CONFIRMATORY SERVICE MARK ASSIGNMENT

WHEREAS, on or about June 1, 2007 (hereinafter referred to as the "Effective Date"), Macy's Retail Holdings, Inc., a corporation organized and doing business under the laws of the State of New York, with offices at 611 Olive Street, Suite 1750, St. Louis, Missouri 63101 (hereinafter referred to as "Assignor") was the owner of the service marks, registrations and all related goodwill identified on the attached Schedule; and

WHEREAS, on the Effective Date, Assignor did assign the foregoing to Macy's Inc., a corporation organized and existing under the laws of the State of Delaware with offices at 7 West Seventh Street, Cincinnati, Ohio 45202 (hereinafter referred to as "Assignee"); and,

WHEREAS, it is now desirable to confirm and memorialize the assignment in a form suitable for recording in the United States Patent and Trademark Office.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor confirms that on the Effective Date, it did assign, transfer, and deliver all of its right, title and interest in and to the service marks and registrations for the marks as shown on the attached Schedule, together with that part of the goodwill of the business of Assignor to which the marks pertain connected with the use of and symbolized thereby, to Assignee.

Assignor hereby agrees, without further consideration, to sign all lawful papers and to perform all other lawful acts which the Assignee may request, to make this Assignment fully effective, including without limitation, prompt execution of all other documents necessary to effect the intent of this Assignment.

IN WITNESS WHEREOF, Assignor has caused this Confirmatory Trademark Assignment to be duly executed on the 12th day of July, 2011 by the undersigned, a duly authorized officer of Assignor as of the Effective Date recited above.

MACY'S RETAIL HOLDINGS, INC.

By: _____

Jay L. Monitz
Assistant Secretary

SCHEDULE

U.S. Registrations

<u>Mark</u>	<u>Registration Number</u>	<u>Date of Registration</u>
MAY	1,728,405	10/27/92
ROBINSONS-MAY	1,793,132	09/14/93