

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, Inc.		11/21/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Macy's Merchandising Group, Inc.		
Street Address:	11 Penn Plaza		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	1060499	THE CELLAR	
Registration Number:	1301279	THE CELLAR	
Registration Number:	1479123	THE CELLAR	
CORRESPONDENCE DATA			
Fax Number:	(212)336-8001		
Phone:	212-336-8000		
Email:	ptodocket@arelaw.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	Chester Rothstein, Esq.		
Address Line 1:	90 Park Avenue		
Address Line 2:	AMSTER, ROTHSTEIN & EBENSTEIN LLP		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	33793/32		
NAME OF SUBMITTER:	Chester Rothstein		

CH \$90.00 1060499

900208032

TRADEMARK
REEL: 004667 FRAME: 0671

Signature:	/Chester Rothstein/
Date:	11/29/2011
Total Attachments: 1 source=THE CELLAR Assignment - signed by DJB (11 28 11)#page1.tif	

ASSIGNMENT

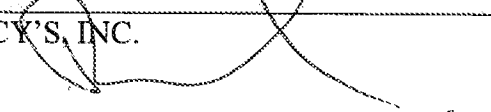
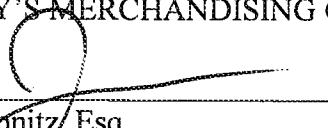
THIS ASSIGNMENT is dated and effective as of November 21, 2011.

WHEREAS, Macy's, Inc., a Delaware corporation with an office and place of business at 7 West Seventh Street, Cincinnati, OH 45202 ("Assignor"), is the owner of all right, title and interest in and to (i) the mark THE CELLAR (in all forms and formatives); (ii) U.S. Trademark Registration Nos. 1,060,499; 1,301,279; and 1,479,123 for the mark THE CELLAR as applied to, *inter alia*, retail department store services and related goods and services (collectively and individually, the "Mark"); and (iii) all goodwill associated with the Mark; and

WHEREAS, Macy's Merchandising Group, Inc, a Delaware corporation with an office and place of business at 11 Penn Plaza, New York, NY 10001 ("Assignee"), desires to acquire all of Assignor's right, title and interest in and to the Mark and the goodwill associated with the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, all of Assignor's right, title and interest in and to the Mark, together with the goodwill of the business symbolized thereby and/or associated therewith. To the extent this Assignment concerns and/or involves marks that are the subject of intent-to-use applications under §1(b) of the U.S. Trademark Act, 15 U.S.C. Section 1051(b), for which Statements of Use have not yet been filed in the U.S. Patent and Trademark Office, this Assignment is to a successor to the business of the Assignor or to a successor to the segment and/or portion of the Assignor's business to which such marks specifically pertain.

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed by its duly authorized officers, effective as of the day and year above stated.

<p>MACY'S, INC.</p>  <hr/> <p>Dennis Broderick, Esq. Executive VP, General Counsel & Secretary Date: November 21, 2011</p>	<p>MACY'S MERCHANDISING GROUP, INC.</p>  <hr/> <p>Jay Monitz, Esq. Vice President Date: November 21, 2011</p>
---	---

464611.1