

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.		01/23/2012	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:	1273988	MARSHALL FIELD'S	
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:	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:	33794/302		
NAME OF SUBMITTER:	Max Vern		
Signature:	/Max Vern/		
Date:	01/23/2012		
Total Attachments: 1 source=MARSHALL FIELD'S 1273988 - MRH-Macy's Inc US Signed Deed of Assignment#page1.tif			

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SERVICE MARK 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 service mark MARSHALL FIELD'S and U.S. Service Mark Registration No. 1,273,988 therefor (together "the Service Mark"), and is the owner of all goodwill associated with the Service Mark; 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 Service Mark, the U.S. Service Mark Registration No. 1,273,988 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 service mark MARSHALL FIELD'S, together with all goodwill of the business symbolized by the Service Mark and U.S. Service Mark Registration No. 1,273,988.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized officer this 23rd day of January, 2012.

Macy's Retail Holdings, Inc.

By: _____

Name: Jay L. Monitz

Title: Assistant Secretary