TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Federated Retail Holdings, Inc.		06/01/2007	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Macy's Retail Holdings, Inc.
Street Address:	7 West Seventh Street
City:	Cincinnati
State/Country:	OHIO
Postal Code:	45202
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	1273987	MARSHALL FIELD'S
Registration Number:	1975936	HECHT'S
Registration Number:	1994579	KAUFMANN'S
Registration Number:	1924334	MEIER & FRANK

CH $115.00 1273987

CORRESPONDENCE DATA

Fax Number: 2123368001

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: (212) 336-8000
Email: ptodocket@arelaw.com
Correspondent Name: David Goldberg
Address Line 1: Amster, Rothstein & Ebenstein LLP
Address Line 2: 90 Park Avenue
Address Line 4: New York, NEW YORK 10016

ATTORNEY DOCKET NUMBER:	33794/31, /33, /34, /176

NAME OF SUBMITTER:	David Goldberg
Signature:	/David Goldberg/
Date:	07/09/2013

Total Attachments: 3
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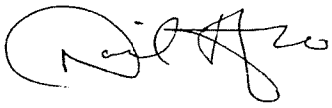
State of New York } ss:
Department of State }

I hereby certify that the annexed copy has been compared with the original document in the custody of the Secretary of State and that the same is a true copy of said original.

Witness my hand and seal of the Department of State on **June 1, 2007**



Deputy Secretary of State for
Business and Licensing Services

DOS-1266 (Rev. 03/07)

070601000406

CSC 45
DRAW DOWN

New York State
Department of State
Division of Corporations, State Records
and Uniform Commercial Code
41 State Street
Albany, NY 12231
www.dos.state.ny.us

CERTIFICATE OF AMENDMENT OF THE CERTIFICATE OF INCORPORATION OF

Federated Retail Holdings, Inc.
(Insert Name of Domestic Corporation)

Under Section 805 of the Business Corporation Law

FIRST: The name of the corporation is: Federated Retail Holdings, Inc.

If the name of the corporation has been changed, the name under which it was formed is: The May Department Stores Company

SECOND: The date of filing of the certificate of incorporation with the Department of State is: June 4, 1910

THIRD: The amendment effected by this certificate of amendment is as follows: (Set forth each amendment in a separate paragraph providing the subject matter and full text of each amended paragraph. For example, an amendment changing the name of the corporation would read as follows: Paragraph *First* of the Certificate of Incorporation relating to *the corporation name* is hereby amended to read as follows: *First: The name of the corporation is ... (new name) ...*)

Paragraph FIRST of the Certificate of Incorporation relating to the name of the corporation

is hereby amended to read in its entirety as follows:

The name of the corporation shall be: Macy's Retail Holdings, Inc.

Paragraph _____ of the Certificate of Incorporation relating to _____

DOS-1554 (Rev. 6/06)

TRADEMARK
REEL: 005066 FRAME: 0030

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is hereby amended to read in its entirety as follows:

FOURTH: The certificate of amendment was authorized by: [*Check the appropriate box*]

☐ The vote of the board of directors followed by a vote of a majority of all outstanding shares entitled to vote thereon at a meeting of shareholders.

☒ The vote of the board of directors followed by the unanimous written consent of the holders of all outstanding shares.

Jack B Cox
(*Signature*)

Jack B. Cox, Assistant Secretary
(*Name and Capacity of Signer*)

8CC's

STATE OF NEW YORK
DEPARTMENT OF STATE
1 2007
TAX $ 0
BY: KT

CERTIFICATE OF AMENDMENT OF THE CERTIFICATE OF INCORPORATION OF

Federated Retail Holdings, Inc.
(*Insert Name of Domestic Corporation*)

Under Section 805 of the Business Corporation Law

New York

Filer's Name Macy's Retail Holdings, Inc.

CSC 45
DRAW DOWN

Address 7 West Seventh Street

City, State and Zip Code Cincinnati, OH 45202

CUSTOMER REF. # 423523

NOTE: This form was prepared by the New York State Department of State. It does not contain all optional provisions under the law. You are not required to use this form. You may draft your own form or use forms available at legal stationery stores. The Department of State recommends that all documents be prepared under the guidance of an attorney. The certificate must be submitted with a $60 filing fee, plus the required tax on shares pursuant to §180 of the Tax Law, if applicable.

For Office Use Only

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