

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM297643

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 West Stores, Inc.		03/05/2014	CORPORATION: OHIO
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	
Serial Number:	85781859	FILENE'S	
CORRESPONDENCE DATA			
Fax Number:	2123368001		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(212) 336-8000		
Email:	ptodocket@arelaw.com		
Correspondent Name:	David P. 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:	33789/1066		
NAME OF SUBMITTER:	David P. Goldberg		
SIGNATURE:	/David P. Goldberg/		
DATE SIGNED:	03/10/2014		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into effective as of March 5, 2014 (the "Effective Date").

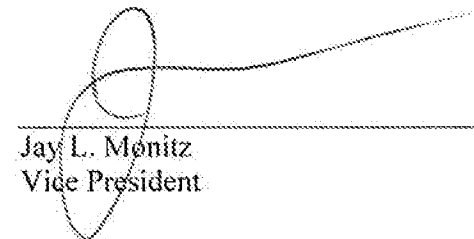
WHEREAS, **Macy's West Stores, Inc.**, an Ohio corporation with an office at 7 West Seventh Street, Cincinnati, Ohio 45202 ("Assignor"), is the owner of all right, title, and interest in and to the trademark FILENE'S and U.S. Trademark Application Serial No. 85/781,859 therefor (collectively and individually, the "Mark"); and

WHEREAS, **Macy's, Inc.**, a Delaware corporation with an office at 7 West Seventh Street, Cincinnati, Ohio 45202 ("Assignee"), is desirous of acquiring the Mark and all the goodwill associated therewith;

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.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed by its duly authorized officer as of the Effective Date first written above.

Macy's West Stores, Inc.

By 
Jay L. Monitz
Vice President