

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	07/05/2005

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Carson Pirie Scott II, Inc. (f/k/a McRae's, Inc.)	FORMERLY McRae's, Inc.	05/03/2006	CORPORATION: MISSISSIPPI

**RECEIVING PARTY DATA**

Name:	Belk, Inc.
Street Address:	2801 West Tyvola Road
City:	Charlotte
State/Country:	NORTH CAROLINA
Postal Code:	28217
Entity Type:	CORPORATION: DELAWARE

**PROPERTY NUMBERS Total: 7**

Property Type	Number	Word Mark
Registration Number:	1935197	MCRAE'S
Registration Number:	1938291	MCRAE'S
Registration Number:	1932949	MCRAE'S
Registration Number:	2921455	PROFFITT'S FOCUSED ON YOU
Registration Number:	1952649	PROFFITT'S
Registration Number:	1932951	PROFFITT'S
Registration Number:	1932950	PROFFITT'S

**CORRESPONDENCE DATA**

Fax Number: (704)444-1111  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: (704)4441000  
 Email: gail.stewart@alston.com

OP \$190.00 1935197

Correspondent Name: Martha Gayle Barber  
Address Line 1: Alston & Bird LLP  
Address Line 2: 101 South Tryon Street, Suite 4000  
Address Line 4: Charlotte, NORTH CAROLINA 28280-4000

ATTORNEY DOCKET NUMBER: 30290/189429

NAME OF SUBMITTER: Gail B. Stewart

Signature: /Gail B. Stewart/

Date: 05/03/2006

Total Attachments: 3  
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## NUNC PRO TUNC TRADEMARK ASSIGNMENT

WHEREAS, *CARSON PIRIE SCOTT II, INC.* (f/k/a McRae's, Inc.), a Mississippi corporation, having a principal place of business at 750 Lakeshore Parkway, Birmingham, Alabama 35211 (hereinafter referred to as "Assignor"), may continue to be deemed the owner of record of the Trademarks and the corresponding United States Trademark Registrations therefor listed in the attached Schedule A (hereinafter referred to as the "Trademarks"):

WHEREAS, *BELK, INC.*, a Delaware corporation, having a principal place of business at 2801 West Tyvola Road, Charlotte, North Carolina 28217, (hereinafter referred to as "Assignee"), has acquired and purchased the Trademarks and associated goodwill from Assignor effective **July 5, 2005**, pursuant to a Purchase Agreement dated April 28, 2005, and is desirous of confirming that it has done so; and


WHEREAS, Assignor and Assignee desire to confirm and perfect the sale and assignment of the Trademarks effective **July 5, 2005**;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby acknowledge and confirm that, effective **July 5, 2005**, Assignor sold, transferred, and assigned to Assignee all of Assignor's right, title and interest in and to the Trademarks, together with the goodwill of the business appurtenant to and symbolized by the Trademarks, and all rights of action against third parties for past, present and future infringement thereof, the same to be held and enjoyed by Assignee as fully and entirely as the same would have been held by Assignor had this sale, transfer, and assignment not been made.

Assignor agrees that it will execute any and all other instruments which may be necessary to perfect and evidence Assignee's ownership of the property and rights herein conveyed.

IN WITNESS WHEREOF, Assignor, intending to be legally bound, has caused this Nunc Pro Tunc Assignment to be executed by its duly authorized officer as of the 3<sup>rd</sup> day of May, 2006.

*CARSON PIRIE SCOTT II, INC.*

By:   
Name: ROBERT E. STERN  
Title: Vice President

SCHEDULE A

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>
MCRAE'S	1,935,197	November 14, 1995
MCRAE'S	1,938,291	November 28, 1995
MCRAE'S	1,932,949	November 7, 1995
PROFFITT'S FOCUSED ON YOU	2,921,455	January 25, 2005
PROFFITT'S	1,952,649	January 30, 1996
PROFFITT'S	1,932,951	November 7, 1995
PROFFITT'S	1,932,950	November 7, 1995