

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
LT Opco LLC		10/11/2006	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	Lord & Taylor LLC
Street Address:	424 Fifth Avenue
City:	New York
State/Country:	NEW YORK
Postal Code:	10018
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE

PROPERTY NUMBERS Total: 28

Property Type	Number	Word Mark
Registration Number:	2740035	JUST LIKE MOM!
Registration Number:	2043088	AMERICA'S SUIT ADDRESS
Registration Number:	2696590	BEAUTY.NOW
Registration Number:	1809802	CAFE 424
Registration Number:	1720961	AMERICA'S DRESS ADDRESS
Registration Number:	2096541	JUST IN TIME
Registration Number:	2979065	LORD & TAYLOR REWARDS
Registration Number:	1960413	LORD & TAYLOR
Registration Number:	0222001	LORD & TAYLOR
Serial Number:	78277849	424 SHOP
Registration Number:	0220733	LORD & TAYLOR
Registration Number:	2722011	GRANT THOMAS
Registration Number:	1896705	EXCLUSIVELY FOR YOU

CH \$715.00 2740035

Registration Number:	2586437	ANGEL FISH
Registration Number:	2929831	BEAUTY.NOW
Serial Number:	78444314	DELIVER THE JOY
Serial Number:	78373057	PREMIERE CARE
Registration Number:	2887408	CONTEXT
Serial Number:	76437207	CONTEXT
Registration Number:	2927965	IDENTITY
Registration Number:	2589701	GLOBAL I.D.
Serial Number:	78417621	GRANT THOMAS
Registration Number:	2946072	ID ENTITY
Serial Number:	78545890	GLIMPSE
Registration Number:	2589694	SPOTTED FROG
Registration Number:	2521282	KATE HILL
Registration Number:	2589693	MOONBEAMS
Registration Number:	2647147	FREE TERRITORIES

CORRESPONDENCE DATA

Fax Number: (212)806-2560
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 212-806-5400
Email: afisher@stroock.com
Correspondent Name: Heather L. Heft
Address Line 1: 180 Maiden Lane
Address Line 4: New York, NEW YORK 10038-4982

ATTORNEY DOCKET NUMBER:	433638/003
NAME OF SUBMITTER:	Heather L. Heft
Signature:	/heather l. heft/
Date:	10/19/2006

Total Attachments: 2
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Delaware

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The First State

I, HARRIET SMITH WINDSOR, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF AMENDMENT OF "LT OPCO LLC", CHANGING ITS NAME FROM "LT OPCO LLC" TO "LORD & TAYLOR LLC", FILED IN THIS OFFICE ON THE ELEVENTH DAY OF OCTOBER, A.D. 2006, AT 11:11 O'CLOCK A.M.



4195799 8100

060931875

Harriet Smith Windsor

Harriet Smith Windsor, Secretary of State

AUTHENTICATION: 5105116

DATE: 10-11-06

TRADEMARK
REEL: 003412 FRAME: 0324

State of Delaware
Secretary of State
Division of Corporations
Delivered 11:09 AM 10/11/2006
FILED 11:11 AM 10/11/2006
SRV 060931875 - 4195799 FILE

**STATE OF DELAWARE
CERTIFICATE OF AMENDMENT**

1. Name of Limited Liability Company: LT Opco LLC

2. The Certificate of Formation of the limited liability company is hereby amended as follows: Paragraph First is deleted in its entirety and replaced with: "FIRST: The name of the Company is Lord & Taylor LLC."

IN WITNESS WHEREOF, the undersigned have executed this Certificate on the 11th day of October, A.D. 2006.

By: 
Authorized Person(s)

Name: Francis Casale
Print or Type