

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
Nordstrom, Inc.		03/28/2011	CORPORATION: WASHINGTON

RECEIVING PARTY DATA

Name:	NIHC, Inc.
Street Address:	701 Southwest Broadway
Internal Address:	4th Floor
City:	Portland
State/Country:	OREGON
Postal Code:	97205-3398
Entity Type:	CORPORATION: COLORADO

PROPERTY NUMBERS Total: 40

Property Type	Number	Word Mark
Registration Number:	3823196	1901
Registration Number:	3795066	AMBER SUN
Registration Number:	3664027	BIALA
Registration Number:	3643201	BLUE STOVE
Registration Number:	3543681	BP.
Registration Number:	3520658	BP.
Registration Number:	3624666	BP. PLATINUM
Registration Number:	3825432	DID TOO
Registration Number:	3432174	FASHION REWARDS
Registration Number:	3750778	FAVES & CRAVES
Registration Number:	3826534	FIRE & NICE
Registration Number:	3730109	FRENCHI
Registration Number:	3589005	FRILLS NORDSTROM

CH \$1015.00 3823196

Registration Number:	3814881	HINGE
Registration Number:	3841851	HOLISTIA
Registration Number:	3795041	IVY & MOON
Registration Number:	3900894	LEXINGTON AVENUE FIT
Registration Number:	3900895	MADISON AVENUE FIT
Registration Number:	3776346	MAKE + MODEL
Registration Number:	3900893	MIDTOWN FIT
Registration Number:	3893991	NORDSTROM RACK
Registration Number:	3839417	OLD RYE
Registration Number:	3869399	POINT OF VIEW
Registration Number:	3690650	PUBLIC OPINION
Registration Number:	3866811	RACK
Registration Number:	3664261	RUBY & BLOOM
Registration Number:	3868787	SHIMERA
Registration Number:	3430158	SPA NORDSTROM
Registration Number:	3430157	SPA NORDSTROM
Registration Number:	3432152	STAR LING
Registration Number:	3432151	STAR LING
Registration Number:	3826542	STEM
Registration Number:	3795040	SWEET IVY
Registration Number:	3822337	TARNISH
Registration Number:	3518114	TESORI
Registration Number:	3617064	TOWN CAR CHRONICLES
Registration Number:	3843232	TRANSCRIPT
Registration Number:	3815872	TROUVÉ
Registration Number:	3712408	ZELLA
Registration Number:	3558876	ZELTEK

CORRESPONDENCE DATA

Fax Number: (206)682-6031
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 206-622-4900
Email: conniec@seedip.com
Correspondent Name: William O. Ferron, Jr.
Address Line 1: 701 Fifth Avenue
Address Line 2: Suite 5400
Address Line 4: Seattle, WASHINGTON 98104

TRADEMARK

REEL: 004511 FRAME: 0321

	700043.200
NAME OF SUBMITTER:	William O. Ferron, Jr.
Signature:	/William O. Ferron, Jr./
Date:	03/30/2011
Total Attachments: 2 source=Assign#page1.tif source=Assign#page2.tif	

ASSIGNMENT

WHEREAS, Nordstrom, Inc. has adopted and used in its business the trademarks shown in the attached Schedule A;

WHEREAS, NIHC, Inc., a corporation of the State of Colorado having a place of business at 701 Southwest Broadway, 4th Floor, Portland, Oregon 97205-3398, is desirous of acquiring said trademarks and applications and registrations therefor;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that for and in consideration of One Dollar (\$1.00) and other good and valuable consideration to it paid, the receipt and sufficiency of which are hereby acknowledged, Nordstrom, Inc., by these presents, hereby sells, assigns and transfers unto NIHC, Inc. the entire right, title and interest in and to said trademarks, applications registrations and the goodwill of the business in connection with which said trademarks are used and all claims for damages by reason of past infringement of the trademarks and registrations, and the right to sue for and collect such damages.

Nordstrom, Inc.

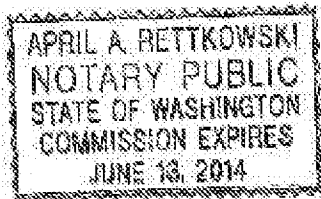
Robert B. Sari

3/28/11
Date

Name: Robert B. Sari
Title: Executive Vice President and Corporate Secretary

State of Washington
County of King

I certify that I know or have satisfactory evidence that Robert B. Sari signed this instrument, on oath stated that he was authorized to execute the instrument, and acknowledged it as the Executive Vice President and Corporate Secretary for Nordstrom, Inc. to be the free and voluntary act of such corporation for the uses and purposes mentioned in the instrument.



Dated March 28, 2011
April A. Rettkowski
Notary Public
My appointment expires June 13, 2014

Schedule A

U.S. Registration No.	Trademark	Seed IP Reference No
3823196	1901	700043.20628
3795066	AMBER SUN	700043.20425
3664027	BIALA	700043.20489
3643201	BLUE STOVE	700043.20607
3543681	BP.	700043.20423
3520658	BP.	700043.20422
3624666	BP. PLATINUM	700043.20371
3825432	DID TOO	700043.20507
3432174	FASHION REWARDS	700043.20534
3750778	FAVES & CRAVES	700043.20415
3826534	FIRE & NICE	700043.20446
3730109	FRENCHI	700043.20433
3589005	FRILLS NORDSTROM	700043.20389
3814881	HINGE	700043.20490
3841851	HOLISTIA	700043.20514
3795041	IVY & MOON	700043.20403
3900894	LEXINGTON AVENUE FIT	700043.20538
3900895	MADISON AVENUE FIT	700043.20539
3776346	MAKE + MODEL	700043.20420
3900893	MIDTOWN FIT	700043.20537
3893991	NORDSTROM RACK LOGO	700043.20641
3839417	OLD RYE	700043.20464
3869399	POINT OF VIEW	700043.20614
3690650	PUBLIC OPINION	700043.20396
3866811	RACK	700043.20626
3664261	RUBY & BLOOM	700043.20569
3868787	SHIMERA	700043.20448
3430158	SPA NORDSTROM	700043.20565
3430157	SPA NORDSTROM	700043.20564
3432152	STAR LING AND DESIGN	700043.20530
3432151	STAR LING	700043.20528
3826542	STEM	700043.20472
3795040	SWEET IVY	700043.20402
3822337	TARNISH	700043.20574
3518114	TESORI	700043.20329
3617064	TOWN CAR CHRONICLES	700043.20583
3843232	TRANSCRIPT	700043.20452
3815872	TROUVÉ	700043.20467
3326939	TWO A.M.	700043.20229
3712408	ZELLA	700043.20509
3558876	ZELTEK	700043.20597

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