

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
The Neiman Marcus Group, Inc.		01/23/2012	CORPORATION:

RECEIVING PARTY DATA

Name:	NM Nevada Trust
Street Address:	3200 Las Vegas Boulevard
City:	Las Vegas
State/Country:	NEVADA
Postal Code:	89109
Entity Type:	CORPORATION: MASSACHUSETTS

PROPERTY NUMBERS Total: 63

Property Type	Number	Word Mark
Registration Number:	0866011	BERGDORF GOODMAN
Registration Number:	0863351	MISS BERGDORF
Registration Number:	0845203	BERGDORF GOODMAN
Registration Number:	0866012	
Registration Number:	0934177	NEIMAN MARCUS
Registration Number:	1193657	RED RIVER
Registration Number:	1173731	PLAZA COLLECTIONS
Registration Number:	1218744	THE ZODIAC
Registration Number:	1288052	RED RIVER
Registration Number:	1384856	THE BRIDAL GIFTKEEPER
Registration Number:	1543610	CONTEMPO CASUALS
Registration Number:	1593195	NEIMAN MARCUS
Registration Number:	1558578	GRAND FINALE
Registration Number:	1558605	NM

OP \$1590.00 0866011

Registration Number:	1152461	
Registration Number:	1185014	
Registration Number:	1705974	745 CAFE
Registration Number:	1673768	HORCHOW
Registration Number:	1671225	MARCUS
Registration Number:	1720383	M
Registration Number:	1726506	THE NM CAFE
Registration Number:	1733202	NEIMAN MARCUS
Registration Number:	1804890	THE FRESHMARKET
Registration Number:	1726520	THE MERMAID BAR
Registration Number:	1766092	SWEET PEPPERS
Registration Number:	1774545	LAST CALL
Registration Number:	1793077	ON 5IVE
Registration Number:	1850750	CONTEMPO CASUALS
Registration Number:	1902799	BERGDORF GOODMAN
Registration Number:	1651562	HORCHOW
Registration Number:	2164159	MARIPOSA
Registration Number:	2277234	THE ART OF FASHION
Registration Number:	2302197	INCIRCLE ENTREE
Registration Number:	2317384	THE BOOK
Registration Number:	2541276	NEW LEVEL OF BEAUTY
Registration Number:	2697746	THE BOOK
Registration Number:	3472762	CUSP
Registration Number:	3315415	HORCHOW GIFT CARD
Registration Number:	3587563	
Registration Number:	3454294	STILETTO STRUT
Registration Number:	3367555	CUSPARRAZI
Registration Number:	3475891	NMG RESOLUTIONS
Registration Number:	3934856	INCIRCLE
Registration Number:	3859012	C CUSP
Registration Number:	3856485	STYLE RADAR
Registration Number:	2857879	HOLIDAY GLORIES
Registration Number:	2997522	PLATINUM PREFERENCE REWARDS
Registration Number:	3184687	COUTOUR
Registration Number:	3486249	5F

	3370473	INCIRCLE
Registration Number:	3370501	IN
Registration Number:	3035428	THE ADDITION
Registration Number:	4023714	LOOK FABULOUS. BE FRUGAL.
Registration Number:	4023715	FASHION DASH
Registration Number:	4022902	GO FIGURE
Registration Number:	4028894	BARIII
Registration Number:	4080699	LITTLE BG
Registration Number:	4084074	LAST CALL STUDIO BY NEIMAN MARCUS
Serial Number:	85282433	NMX
Serial Number:	85074125	SMART BUYS 24/7
Serial Number:	85443204	NMESC
Serial Number:	85335987	NM ON THE GO
Serial Number:	85240290	NM DAILY

CORRESPONDENCE DATA

Fax Number: (214)743-7617
Email: Bernard_Reed@neimanmarcus.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Correspondent Name: W. Bernard Reed
Address Line 1: 1618 Main Street
Address Line 4: Dallas, TEXAS 75201

NAME OF SUBMITTER:	W. Bernard Reed
Signature:	/w. bernard reed/
Date:	01/23/2012

Total Attachments: 6
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This Assignment ("Assignment") is made effective as of January 23, 2012 from The Neiman Marcus Group, Inc., a Delaware corporation whose principal place of business is 1618 Main Street, Dallas, Texas 75201 ("ASSIGNOR"), to NM Nevada Trust, a Massachusetts corporation whose principal place of business is 3200 Las Vegas Boulevard, Las Vegas, Nevada 89109 ("ASSIGNEE"):

WHEREAS, ASSIGNOR is the owner of the trademarks ("the Marks") as described in Exhibit A, attached hereto and incorporated by reference herein.

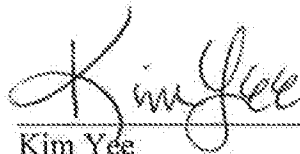
WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to **ASSIGNEE** all of its right, title, and interest in and to the Marks.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, **ASSIGNOR** hereby conveys, transfers, assigns, delivers, and contributes to **ASSIGNEE** all of **ASSIGNOR'S** right, title, and interest of whatever kind in and to the Marks, together with (1) the goodwill associated therewith, (2) all income, royalties, and damages hereafter due or payable to **ASSIGNOR** with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks, and, (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

THE NEIMAN MARCUS GROUP, INC.

A handwritten signature in cursive script, appearing to read "Kim Yee".

Kim Yee

Vice President and Assistant General Counsel

State of Texas)
)
County of Dallas)

On January 23, 2012 before me, SARA MAYES, Notary Public, personally appeared KIM YEE, proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that she executed the same in her authorized capacity, and that by her signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.



Notary Public

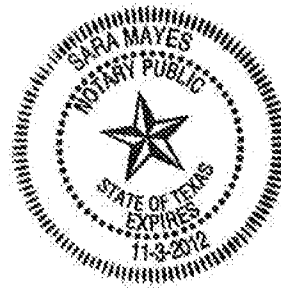


EXHIBIT A

TRADEMARKS

<u>MARK</u>	<u>APLN. NO.</u>	<u>DATE FILED</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
Bergdorf Goodman	72269376	04/18/1967	0866011	03/11/1969
Miss Bergdorf	72269380	04/18/1967	0863351	01/14/1969
Bergdorf Goodman	72269394	04/18/1967	0845203	02/27/1968
Bergdorf Goodman (building design)	72272135	05/23/1967	0866012	03/11/1969
Neiman Marcus	72377875	12/04/1970	0934177	05/16/1972
Red River	73167545	05/25/1978	1193657	04/13/1982
Plaza Collections	73263304	05/23/1980	1173731	10/13/1981
The Zodiac	73355186	03/18/1982	1218744	11/30/1982
Red River	73396230	09/30/1982	1288052	07/31/1984
The Bridal Giftkeeper	73529226	03/28/1985	1384856	02/25/1986
Contempo Casuals	73691917	10/26/1987	1543610	06/13/1989
Neiman Marcus	73756014	10/05/1988	1593195	04/24/1990
Grand Finale	73769815	12/16/1988	1558578	09/26/1989
NM	73777452	01/30/1989	1558605	09/26/1989
Bale of Cotton (design)	73079389	03/08/1976	1152461	04/28/1981
Man Eating Grapes (design)	73256304	03/31/1980	1185014	01/05/1982
745 Café	74077475	07/11/1990	1705974	08/04/1992
Horchow	74099076	09/21/1990	1673768	01/28/1992
Marcus	74150535	03/25/1991	1671225	01/07/1992
M	74150565	03/25/1991	1720383	09/29/1992
The NM Café	74212602	10/11/1991	1726506	10/20/1992
Neiman Marcus	74216290	10/25/1991	1733202	11/17/1992

<u>MARK</u>	<u>APLN. NO.</u>	<u>DATE FILED</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
The Fresh Market	74225486	11/26/1991	1804890	11/16/1993
The Mermaid Bar	74225488	11/26/1991	1726520	10/20/1992
Sweet Peppers	74308816	08/27/1992	1766092	04/20/1993
Last Call	74311238	09/04/1992	1774545	06/01/1993
On Five	74321399	10/09/1992	1793077	09/14/1993
Contempo Casuals	74400801	06/11/1993	1850750	08/23/1994
Bergdorf Goodman	74477798	01/10/1994	1902799	07/04/1995
Horchow	74098916	09/20/1990	1651562	07/23/1991
Mariposa	75339782	08/12/1997	2164159	06/09/1998
The Art of Fashion	75377610	10/22/1997	2277234	09/14/1999
Incircle Entrée	75606548	12/16/1998	2302197	12/21/1999
The Book	75606549	12/16/1998	2317384	02/08/2000
New Level of Beauty	75834236	10/28/1999	2541276	02/19/2002
The Book	76417927	06/05/2022	2697746	03/18/2003
Cusp	76661018	06/05/2006	3472762	07/22/2008
Horchow Gift Card	76672527	02/07/2007	3315415	10/23/2007
Butterfly (design)	76676700	05/11/2007	3587563	03/10/2009
Stiletto Strut	76676701	05/11/2007	3454294	06/24/2008
Cusparrazi	76678780	06/27/2007	3367555	01/15/2008
NMG Resolutions	77352859	12/14/2007	3475891	07/29/2008
Incircle	77588528	10/08/2008	3934856	03/22/2011
C Cusp	77804183	09/13/2009	3859012	10/12/2010
Style Radar	77943478	02/24/2010	3856485	10/05/2010
Holiday Glories	78198064	12/26/2002	2857879	06/29/2004
Platinum Preference Rewards	78420272	05/17/2004	2997522	09/20/2005
Coutour	78578387	03/02/2005	3184687	12/12/2006

<u>MARK</u>	<u>APLN. NO.</u>	<u>DATE FILED</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
5F	78661805	06/30/2005	3486249	08/12/2008
Incircle	78755584	11/16/2005	3370473	01/15/2008
In	78765123	12/01/2005	3370501	01/15/2008
The Addition	78510213	11/02/2004	3035428	12/27/2005
NMX	85282433	03/31/2011		
Smart Buys 24/7	85074125	06/20/2010		
Look Fabulous. Be Frugal.	85073889	06/29/2010	4023714	09/06/2011
Fashion Dash	85074153	06/29/2010	4023715	09/06/2011
Go Figure	85284085	04/01/2011	4022902	09/06/2011
Bar III	85267048	03/15/2011	4028894	09/20/2011
NMESC	85443204	10/10/2011		
NM On The Go	85335987	06/02/2011		
NM Daily	85240290	02/11/2011		
Little BG (design)	85005268	04/02/2010	4080699	01/03/2012
Last Call Studio by Neiman Marcus	85388741	08/03/2011	4084074	01/10/2012