

## 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
	Macy's Retail Holdings, Inc.		06/19/2013
			Entity Type
			CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Macy's Merchandising Group, Inc.		
Street Address:	11 Penn Plaza		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10001		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	1779123	FRANGO
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:	Max Vern		
Address Line 1:	Amster, Rothstein & Ebenstein LLP		
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Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	33794/80		
NAME OF SUBMITTER:	Max Vern		
Signature:	/Max Vern/		
Date:	06/19/2013		
Total Attachments: 1 source=FRANGO 1779123 - Signed U.S. Deed of Assignment MRH - MMG#page1.tif			

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**TRADEMARK ASSIGNMENT**

WHEREAS, Macy's Retail Holdings, Inc., a corporation organized and existing under the laws of the State of New York, having a principal place of business at 7 West Seventh Street, Cincinnati, OH 45202, USA ("Assignor"), is the owner of all right, title and interest to trademark FRANGO and U.S. Trademark Registration No. 1,779,123 therefor (together "the Trademark"), and is the owner of all goodwill associated with the Trademark; and

WHEREAS, Macy's Merchandising Group, Inc., a corporation organized and existing under the laws of the State of Delaware, having a principal place of business at 11 Penn Plaza, New York, NY 10001, USA ("Assignee"), is desirous of acquiring the said Trademark, the U.S. Trademark Registration No. 1,779,123 therefor, and all goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the trademark FRANGO, together with all goodwill of the business symbolized by the Trademark and the U.S. Trademark Registration No. 1,779,123.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized officer this 19<sup>th</sup> day of June, 2013.

Macy's Retail Holdings, Inc.

By: \_\_\_\_\_

Name: Jay L. Monitz  
Title: Assistant Secretary