

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
Macy's, Inc.		07/09/2013	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Macy's Merchandising Group, Inc.		
Street Address:	7 West Seventh Street		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45202		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2725282	TASSO ELBA S.P.A.	
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		
Address Line 2:	90 Park Avenue		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	33793/846		
NAME OF SUBMITTER:	Max Vern		
Signature:	/Max Vern/		
Date:	08/05/2013		
Total Attachments: 1 source=TASSO ELBA S.P.A. 2725282 - U.S. Signed Deed of Assignment Form#page1.tif			

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TRADEMARK ASSIGNMENT

WHEREAS, Macy's, Inc., a corporation organized and existing under the laws of the State of Delaware, having a principal place of business at 7 West Seventh Street, Cincinnati, Ohio 45202, USA ("Assignor"), is the owner of all right, title and interest to trademark TASSO ELBA S.P.A. and U.S. Trademark Registration No. 2,725,282 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. 2,725,282 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 TASSO ELBA S.P.A., together with all goodwill of the business symbolized by the Trademark and the U.S. Trademark Registration No. 2,725,282.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized officer this 9 day of JULY, 2013.

Macy's, Inc

By:  _____

Name: Dennis Broderick

Title: Executive VP, General Counsel and Secretary