

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM297636

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 Retail Holdings, Inc.		03/05/2014	CORPORATION: NEW YORK
RECEIVING PARTY DATA			
Name:	Macy's West Stores, Inc.		
Street Address:	7 West Seventh Street		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45202		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	1850100	FOLEY'S	
Registration Number:	1975936	HECHT'S	
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:	David P. Goldberg		
Address Line 1:	Amster, Rothstein & Ebenstein LLP		
Address Line 2:	90 Park Avenue		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	33794/24, /34		
NAME OF SUBMITTER:	David P. Goldberg		
SIGNATURE:	/David P. Goldberg/		
DATE SIGNED:	03/10/2014		
Total Attachments: 1			
source=FOLEY'S and HECHT'S Trademark Assignment#page1.tif			

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into effective as of March 5, 2014 (the "Effective Date").

WHEREAS, **Macy's Retail Holdings, Inc.**, a New York corporation with an office at 7 West Seventh Street, Cincinnati, Ohio 45202 ("Assignor"), is the owner of all right, title, and interest in and to: (i) the trademark FOLEY'S and U.S. Trademark Registration No. 1,850,100 therefor; and (ii) the trademark HECHT'S and U.S. Trademark Registration No. 1,975,936 therefor (collectively and individually, the "Marks"); and

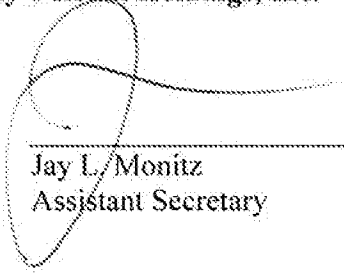
WHEREAS, **Macy's West Stores, Inc.**, an Ohio corporation with an office at 7 West Seventh Street, Cincinnati, Ohio 45202 ("Assignee"), is desirous of acquiring the Marks and all the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee, all of Assignor's right, title and interest in and to the Marks, together with the goodwill of the business symbolized thereby and/or associated therewith.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be executed by its duly authorized officer as of the Effective Date first written above.

Macy's Retail Holdings, Inc.

By



Jay L. Monitz
Assistant Secretary