

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM300915

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.		04/09/2014	CORPORATION:
RECEIVING PARTY DATA			
Name:	Macy's West Stores, Inc.		
Street Address:	50 O'Farrell Street		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94102		
Entity Type:	CORPORATION: OHIO		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2994297	BKIDS	
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:	2123368000		
Email:	ptodocket@arelaw.com		
Correspondent Name:	Amster Rothstein & Ebenstein LLP		
Address Line 1:	90 Park Avenue		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	33754/1576		
NAME OF SUBMITTER:	Chester Rothstein		
SIGNATURE:	/Chester Rothstein/		
DATE SIGNED:	04/09/2014		
Total Attachments: 1 source=Assignment#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 BKIDS, (in all forms and formatives, including but not limited to the forms B KIDS and B-KIDS) and U.S. Trademark Registration No. 2,994,297 therefor (collectively and individually, "the Trademark"), and is the owner of all goodwill associated with the Trademark; and

WHEREAS, Macy's West Stores, Inc., a corporation organized and existing under the laws of the State of Ohio, having a principal place of business at 50 O'Farrell Street, San Francisco, CA 94102, USA ("Assignee"), is desirous of acquiring the said Trademark, the U.S. Trademark Registration No. 2,994,297, 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, together with all goodwill of the business symbolized by the Trademark and the U.S. Trademark Registration No. 2,994,297.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized officer this ^{9th} day of April, 2014.

Macy's, Inc.

By: _____

Name: Jay L. Monitz

Title: GVP Associate General Counsel