

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM312047

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Macy's Merchandising Group, Inc.		06/06/2014	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	The Treadstone Group, Inc.		
Street Address:	2173 Smith Harbour Drive		
City:	Denver		
State/Country:	NORTH CAROLINA		
Postal Code:	28037		
Entity Type:	CORPORATION: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1512788	FIELD GEAR	
CORRESPONDENCE DATA			
Fax Number:	4048817777		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	404-881-7000		
Email:	angie.wicker@alston.com		
Correspondent Name:	Ginabeth B. Hutchison		
Address Line 1:	1201 West Peachtree Street		
Address Line 4:	Atlanta, GEORGIA 30309		
NAME OF SUBMITTER:	Ginabeth B. Hutchison		
SIGNATURE:	/Ginabeth B. Hutchison/		
DATE SIGNED:	07/28/2014		
Total Attachments: 1			
source=FIELD GEAR Assignment from Macy's to Treadstone#page1.tif			

OP \$40.00 1512788

**ASSIGNMENT OF
INTELLECTUAL PROPERTY RIGHTS**

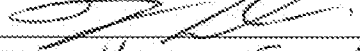
WHEREAS, **MACY'S MERCHANDISING GROUP, INC.**, a corporation organized under the laws of the state of Delaware (hereinafter referred to as "ASSIGNOR") is the owner of certain right, title and interest in and to the FIELD GEAR mark and the US trademark registration directed to the FIELD GEAR mark (U.S. Reg. No. 1512788) (hereafter, the "US Registration") and certain common law rights associated therewith (the "Mark").

WHEREAS, **THE TREADSTONE GROUP, INC.**, a corporation organized under the laws of the state of North Carolina (hereinafter referred to as "ASSIGNEE") is desirous of acquiring the Mark and the US Registration from ASSIGNOR.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby assigns, transfers and sells, unto ASSIGNEE, its legal representatives and assigns, all of ASSIGNOR'S right, title, interest, associated goodwill, and all rights of action against third parties ASSIGNOR has or may have in the future in and to said Mark, including, without limitation, all trademark and service mark rights, together with the US Registration and any other applications or registrations for the Mark worldwide; which interests and rights shall be held and enjoyed by ASSIGNEE as fully and entirely as the same would have been held by ASSIGNOR had this transfer, assignment, and sale not been made;

IN WITNESS WHEREOF, the undersigned, intending to be legally bound, has caused this Assignment of Intellectual Property rights to be executed effective as of the 6 day of June, 2014.

ASSIGNOR: MACY'S MERCHANDISING GROUP, INC.

Signature: 
Printed Name: Hacey Escott
Title: SVP-CEO