

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM376600

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BLUEMERCURY, INC.		03/11/2016	Corporation: DELAWARE
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: NEW YORK		
PROPERTY NUMBERS Total: 10			
Property Type	Number	Word Mark	
Registration Number:	4194950	FAST BLAST	
Serial Number:	86551703	FORMIDABLE	
Serial Number:	86487519	GOOGOLPLEX	
Registration Number:	4864383	LUNE AND ASTER	
Registration Number:	4871834	LUNE + ASTER	
Registration Number:	4179777	M 61	
Serial Number:	86415176	MOONCATCHER BEAUTY	
Serial Number:	86695225	POWERGLOW	
Serial Number:	86505877	REALGLOW	
Serial Number:	86519142	STRATOSPHERE	
CORRESPONDENCE DATA			
Fax Number:	2123368001		
<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:	2123368000		
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		

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ATTORNEY DOCKET NUMBER:	33754/1910
NAME OF SUBMITTER:	Max Vern
SIGNATURE:	/Max Vern/
DATE SIGNED:	03/14/2016
Total Attachments: 2 source=Bluemercury - MMG - Signed Deed of Trademark Assignment#page1.tif source=Bluemercury - MMG - Signed Deed of Trademark Assignment#page2.tif	

TRADEMARK ASSIGNMENT

WHEREAS, Bluemercury, Inc., a corporation organized and existing under the laws of the State of Delaware, having a principal place of business at 1010 Wisconsin Avenue Suite 535 Washington D.C. 20007, USA ("Assignor"), is the owner of all right, title and interest to trademarks and U.S. Trademark Registrations and Applications therefor listed in the Attached "Annex A" (together "the Trademarks"), and is the owner of all goodwill associated with the Trademarks; and

WHEREAS, Macy's Merchandising Group, Inc., a corporation organized and existing under the laws of the State of New York, having a principal place of business at 11 Penn Plaza, New York, NY 10001, USA ("Assignee"), is the successor to the portion of the business of Assignor to which the Trademarks pertain and is desirous of acquiring the said Trademarks, the U.S. Trademark Registrations and Applications 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 Trademarks, together with all goodwill and the portion of the business and goodwill of the business symbolized by the Trademarks and the U.S. Registrations and Applications therefor listed in the Attached "Annex A".

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized officer this 11 day of March, 2016.

Bluemercury, Inc.

By: 

Name: Barry Beck
Title: Chief Operating Officer

Annex A

<i>Mark</i>	<i>Application S.N. / Registration No.</i>
FAST BLAST	4,194,950
FORMIDABLE	86/551,703
GOOGOLPLEX	86/487,519
LUNE AND ASTER	4,864,383
LUNE + ASTER	4,871,384
M-61	4,179,777
MOONCATCHER BEAUTY	86/415,176
POWERGLOW	86/695,225
REALGLOW	86/505,877
STRATOSPHERE	86/519,142