

900363941 05/10/2016

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM383773

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 West Stores, Inc		04/28/2016	Corporation:
RECEIVING PARTY DATA			
Name:	Strategic Marks, LLC		
Street Address:	47 Ocean Heights Dr		
City:	Newport Coast		
State/Country:	CALIFORNIA		
Postal Code:	92657		
Entity Type:	Limited Liability Company: [REDACTED] California		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	85781822	BULLOCK'S	
Serial Number:	85781914	JORDAN MARSH	
Serial Number:	85781803	BAMBERGER'S	
Serial Number:	73418269	BAMBERGER'S	
Serial Number:	85781873	FOLEY'S	
Serial Number:	74355438	FOLEY'S	
Serial Number:	85781937	ROBINSONS-MAY	
CORRESPONDENCE DATA			
Fax Number:			
<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:	415 754 9346		
Email:	bashurov@kb-ash.com		
Correspondent Name:	Benjamin Ashurov		
Address Line 1:	7011 Koll Center Pkwy		
Address Line 2:	suite 160		
Address Line 4:	Pleasanton, CALIFORNIA 94566		
NAME OF SUBMITTER:	Benjamin Ashurov		
SIGNATURE:	/Benjamin Ashurov/		
DATE SIGNED:	05/10/2016		

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Total Attachments: 3

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into effective as of April 28 2016 (the "Effective Date") by and between 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 7 West Seventh Street, Cincinnati, OH 45202 ("Assignor"), on the one hand; and Strategic Marks, LLC, a limited liability company organized and existing under the laws of the State of California with an address at 47 Ocean Heights Drive, Newport Coast, CA 92657 ("Assignee"), on the other hand.

WHEREAS, Assignor is the owner of all United States right, title and interest in the BULLOCK'S, JORDAN MARSH, BAMBERGER'S, FOLEY'S, ROBINSONS-MAY, ROBINSON'S, MAY, and MAY COMPANY trademarks and related applications and registrations shown on the schedule annexed hereto as Schedule A (hereinafter collectively referred to as the "Marks"); and

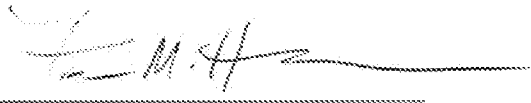
WHEREAS, Assignor intends to assign the Marks, the goodwill, and the related applications and registrations to Assignee.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

Assignor hereby assigns, transfers, and delivers forever, free and clear of all liens and encumbrances, to Assignee and its successors and assigns, all of its right, title, and interest in and to the Marks, in the United States, together with the goodwill of the Marks and the goodwill of the business appertaining thereto and/or symbolized thereby, and the applications, registrations, and all income, royalties, damages and payments now or hereafter due or payable in respect to the same, and all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for past, present and future infringement and/or dilution of the same.

IN WITNESS WHEREOF, Assignor has caused this Trademark Assignment to be signed in its corporate name by its duly authorized Officer, effective as of the Effective Date first written above.

MACY'S WEST STORES, INC.

By 

Name: Fawn M. Horvath

Title: Assistant Secretary

Date: April 28, 2016

Schedule A

Trademark	App. Number	Reg. Number	Owner
Bullock's	85/781,822	N/A	Macy's West Stores, Inc.
Jordan Marsh	85/781,914	N/A	Macy's West Stores, Inc.
Bamberger's	85/781,803	N/A	Macy's West Stores, Inc.
	73/418,269	1,283,753	Macy's West Stores, Inc.
Foley's	85/781,873	N/A	Macy's West Stores, Inc.
	74/355,438	1,850,100	Macy's West Stores, Inc.
Robinsons-May	85/781,937	4,476,897	Macy's West Stores, Inc.