

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM394145

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
MACY'S RETAIL HOLDINGS, INC.		08/08/2016	Corporation: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Macy's West Stores, Inc.		
<b>Street Address:</b>	7 West Seventh Street		
<b>City:</b>	Cincinnati		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	45202		
<b>Entity Type:</b>	Corporation: OHIO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1994579	KAUFMANN'S	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2123368000		
<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>			
<b>Phone:</b>	2123368000		
<b>Email:</b>	ptodocket@arelaw.com		
<b>Correspondent Name:</b>	Max Vern		
<b>Address Line 1:</b>	Amster, Rothstein & Ebenstein LLP		
<b>Address Line 2:</b>	90 Park Avenue		
<b>Address Line 4:</b>	New York, NEW YORK 10016		
<b>NAME OF SUBMITTER:</b>	Max Vern		
<b>SIGNATURE:</b>	/Max Vern/		
<b>DATE SIGNED:</b>	08/08/2016		
<b>Total Attachments: 1</b>			
source=KAUFMANN'S - MRH-MWS - U.S. Signed Deed of Assignment#page1.tif			

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TRADEMARK ASSIGNMENT

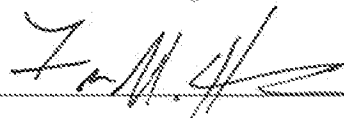
WHEREAS, Macy's Retail Holdings, Inc., a corporation organized and existing under the laws of the State of New York, having a principal place of business at 7 West Seventh Street, Cincinnati, OH 45202, USA ("Assignor"), is the owner of all right, title and interest to trademark KAUFMANN'S and U.S. Trademark Registration No. 1,994,579 therefor ("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 7 West Seventh Street, Cincinnati, OH 45202, USA. ("Assignee"), is desirous of acquiring the said Trademark, the U.S. Trademark Registration No. 1,994,579 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 trademark KAUFMANN'S, together with all goodwill of the business symbolized by the Trademark and U.S. Trademark Registration No. 1,994,579.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized officer this 8<sup>th</sup> day of August, 2016.

Macy's Retail Holdings, Inc.

By: 

Name: Fawn Horvath  
Title: Vice President