

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM409937

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, Inc.		12/22/2016	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: 3			
Property Type	Number	Word Mark	
Registration Number:	1985311	HOLIDAY LANE	
Registration Number:	2029582	HOLIDAY LANE	
Registration Number:	2034376	HOLIDAY LANE	
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:	(212) 336-8000		
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		
ATTORNEY DOCKET NUMBER:	33794/441		
NAME OF SUBMITTER:	MaxVern		
SIGNATURE:	/Max Vern/		
DATE SIGNED:	12/22/2016		
Total Attachments: 2			
source=HOLIDAY LANE - Macy's, Inc. - MMG Signed U.S. Deed of 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, OH 45202, USA ("Assignor"), is the owner of all right, title and interest to trademarks and U.S. Trademark Registrations 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 desirous of acquiring the said Trademarks, the U.S. Trademark Registrations 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 goodwill of the business symbolized by the Trademarks and the U.S. Registrations 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 22nd day of December, 2016.

Macy's, Inc.

By: Fawn M. Horvath

Name: Fawn M. Horvath
Title: Assistant Secretary

Annex A

<i>Mark</i>	<i>Registration No.</i>
HOLIDAY LANE	2,034,376
HOLIDAY LANE	2,029,582
HOLIDAY LANE	1,985,311