

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2


ETAS ID: TM416279

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 Retail Holdings, Inc.		01/27/2017	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Pine & State, LLC		
Street Address:	401 N. Michigan Avenue, 24th Floor		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60611		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1064058	FRANGO	
CORRESPONDENCE DATA			
Fax Number:	3123322196		
<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:	312-201-4000		
Email:	tmapps@goldbergkohn.com		
Correspondent Name:	Marsha K. Hoover		
Address Line 1:	55 East Monroe, Suite 3300		
Address Line 4:	Chicago, ILLINOIS 60603		
NAME OF SUBMITTER:	Marsha K. Hoover		
SIGNATURE:	/Marsha K. Hoover/		
DATE SIGNED:	02/15/2017		
Total Attachments: 2			
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OP \$40.00 1064058

TRADEMARK ASSIGNMENT

WHEREAS, Macy's Merchandising Group, Inc., a New York corporation with an address of 11 Penn Plaza, New York, NY 1001, and Macy's Retail Holdings, Inc., a New York corporation and Macy's Inc., a Delaware corporation, both with an address of 7 W. Seventh St., Cincinnati, OH 45202, own the following Trademark Registrations and Applications (hereinafter collectively referred to as the "Marks"):

Trademark	Country	Application Number	Registration Number	Owner
FRANGO	Canada	0500769	TMA286090	Macy's Merchandising Group, Inc.
FRANGO	China (People's Republic)	10621738	10621738	Macy's Merchandising Group, Inc.
FRANGO	European Community	002993491	002993491	Macy's Merchandising Group, Inc.
FRANGO	Japan	57-095744	1,752,346	Macy's Merchandising Group, Inc.
FRANGO (in Katakana)	Japan	57-107381	1752347	Macy's Merchandising Group, Inc.
FRANGO	Kuwait	151532	137992	Macy's Merchandising Group, Inc.
FRANGO	Mexico	1382518	1467637	Macy's Merchandising Group, Inc.
FRANGO	United States of America	73/100,803	1,064,058	Macy's Retail Holdings, Inc.
FRANGO	United States of America	74/331,157	1,779,123	Macy's Merchandising Group, Inc.
FRANGO	United States of America	73/416,357	1,279,145	Macy's Merchandising Group, Inc.
FRANGO CAFE	United States of America	78/498,618	3,028,233	Macy's, Inc.
	United States of America	75/025,646	2,187,043	Macy's Merchandising Group, Inc.

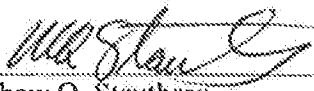
WHEREAS Pine & State, LLC, a Delaware limited liability company having an address of 401 N. Michigan Avenue, 24th Floor, Chicago, IL 60611 ("Assignee") wishes to acquire the

entire right, title and interest in and to the Marks, and the goodwill of the business symbolized thereby,

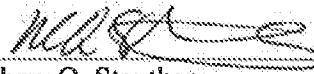
NOW THEREFORE, for good and valuable consideration under the Asset Purchase Agreement of January 27, 2017, the receipt of which is hereby acknowledged, Assignor does hereby transfer, convey and assign unto Assignee all right title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, along with all past, present and future claims for infringement of the said Marks.

ASSIGNORS:

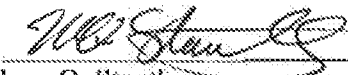
Macy's, Inc.

By: 
Matthew Q. Stautberg
Senior Vice President - Corporate Planning
and Treasurer

Macy's Merchandising Group, Inc.

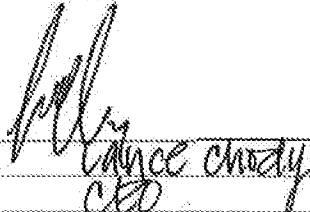
By: 
Matthew Q. Stautberg
Vice-President and Treasurer

Macy's Retail Holdings, Inc.

By: 
Matthew Q. Stautberg
Vice-President and Treasurer

ASSIGNEE

Pine & State, LLC


By: Vance Choddy
Its: CEO

Effective Date: January 27, 2017

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