

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM509927

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	04/11/2018		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Luna + Stella LLC		02/11/2019	Limited Liability Company: NEW YORK
RECEIVING PARTY DATA			
Name:	Macy's Retail Holdings, Inc.		
Street Address:	7 West Seventh Street		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45202		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4716672	STORY	
Registration Number:	4516490	STORY	
Registration Number:	5151446	STORY	
Registration Number:	4545076	STORY	
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:	David P. Goldberg, Amster Rothstein et a		
Address Line 1:	90 Park Avenue, 21st Floor		
Address Line 4:	NEW YORK, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	33789/1580		
NAME OF SUBMITTER:	David P. Goldberg		
SIGNATURE:	/David P. Goldberg/		
DATE SIGNED:	02/13/2019		

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Total Attachments: 2

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**CONFIRMATORY
ASSIGNMENT OF TRADEMARKS**

THIS CONFIRMATORY ASSIGNMENT OF TRADEMARKS, suitable for recording in the United States Patent and Trademark Office, is executed this 6th day of February, 2019, by and among Luna + Stella LLC, a New York limited liability company with a place of business at 246 Tenth Ave., Apt. 3B, New York, NY 10001 ("Assignor"), and Macy's Retail Holdings, Inc. ("Assignee"), a New York corporation with a place of business at 7 West Seventh St., Cincinnati, OH 45202.

WHEREAS, Assignor and Assignee are parties to an Asset Purchase Agreement (the "APA") made on April 11, 2018 (the "Effective Date"); and

WHEREAS, on the Effective Date, Assignor was the owner of all right, title, and interest in the United States in and to the following trademarks as shown in the first column of the following chart, as well as goodwill of the business symbolized thereby and/or associated therewith:

Trademark	Registration Number	Reg. Date
STORY	4,716,672	4/7/2015
STORY	4,516,490	4/15/2014
STORY	5,151,446	2/28/2017
STORY	4,545,076	6/3/2014

(collectively and individually, the "Trademarks"); and

WHEREAS, on the Effective Date, Assignor was the owner of the United States Trademark Registrations corresponding to the Trademarks as shown in Column 2 above (collectively and individually, the "Registrations"); and

WHEREAS, pursuant to the APA, on the Effective Date Assignor assigned and Assignee acquired all of Assignor's right, title, and interest in and to the Trademarks and the Registrations, and all goodwill of the business symbolized thereby and/or associated therewith.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby confirms the sale, assignment and transfer as of the Effective Date, and hereby assigns and transfers to Assignee of all of Assignor's right, title, and interest in and to the Trademarks and the Registrations, together with the goodwill of the business symbolized thereby and/or associated therewith.

IN WITNESS WHEREOF, the parties have caused this CONFIRMATORY ASSIGNMENT OF TRADEMARKS to be executed by its duly authorized officers, effective as of the Effective Date stated above.

~~ASSIGNOR~~

LUNA + STELLA LLC

By: 

Name: RACHEL SHECHTMAN

Title: CEO

Date: 2.11.19

ASSIGNEE

MACY'S RETAIL HOLDINGS, INC.

By: 

Name: FAWN M. HORVATH

Title: VICE PRESIDENT

Date: FEBRUARY 6, 2019