

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM516611

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.		03/28/2019	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Macy's IP Holdings, LLC		
Street Address:	7 West Seventh Street		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45202		
Entity Type:	Limited Liability Company: OHIO		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	4516490	STORY	
Registration Number:	4545076	STORY	
Registration Number:	4716672	STORY	
Registration Number:	5151446	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, Esq.		
Address Line 1:	Amster, Rothstein & Ebenstein LLP		
Address Line 2:	90 Park Avenue		
Address Line 4:	NEW YORK, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	33765-1356		
NAME OF SUBMITTER:	David P. Goldberg		
SIGNATURE:	/David P. Goldberg/		
DATE SIGNED:	03/29/2019		
Total Attachments: 2			

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TRADEMARK ASSIGNMENT OF STORY

WHEREAS, Macy's Retail Holdings, Inc., a corporation organized and existing under the laws of New York, having a principal place of business at 7 West Seventh St., Cincinnati, Ohio 45202, U.S.A. ("Assignor"), is the owner of all right, title and interest in and to the trademark STORY in all forms, including but not limited to the forms shown in Exhibit A ("Trademarks"), and the U.S. and E.U. Trademark Registrations covering the Trademarks listed in Exhibit A ("Registrations"), and is the owner of all goodwill associated with the Trademarks and the Registrations; and

WHEREAS, Macy's IP Holdings, LLC, a limited liability company organized and existing under the laws of Ohio, having a principal place of business at 7 West Seventh St., Cincinnati, Ohio 45202, U.S.A. ("Assignee"), is desirous of acquiring the said Trademarks, the Registrations, and all goodwill associated therewith;

NOW, THEREFORE, in consideration of the payment of the sum of \$1 (one dollar) and other good and valuable consideration, the receipt of which is hereby acknowledged, Assignor, as the owner, hereby sells, assigns and transfers to Assignee all right, usage, title and interest in and to the Trademarks and the Registrations listed in Exhibit A attached hereto, together with all goodwill of the business symbolized by the Trademarks and the Registrations.

IN WITNESS WHEREOF, the parties have signed this Trademark Assignment this 28th day of March, 2019.

Signed: [Signature]
Macy's Retail Holdings, Inc.
Name: FAWN HORVATH
Title: VICE PRESIDENT

Signed: [Signature]
Macy's IP Holdings, LLC
Name: FAWN HORVATH
Title: ASSISTANT SECRETARY

Exhibit A

Trademark	Jurisdiction	Reg. No.
STORY	E.U.	010546951
STORY	U.S.A.	4,516,490
STORY (Stylized)	U.S.A.	4,545,076
STORY	U.S.A.	4,716,672
STORY (Stylized)	U.S.A.	5,151,446