

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM522159

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 Merchandising Group, Inc.		05/06/2019	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: 1			
Property Type	Number	Word Mark	
Registration Number:	5601493	MOON & MEADOW	
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:	Chester Rothstein, Esq., Amster, et al		
Address Line 1:	90 Park Avenue, 21st Floor		
Address Line 4:	New York, NEW YORK 10016		
NAME OF SUBMITTER:	Chester Rothstein		
SIGNATURE:	/Chester Rothstein/		
DATE SIGNED:	05/06/2019		
Total Attachments: 1			
source=Executed_TM_Assignment_re_MOON__MEADOWS_from_MMG_Inc_to_Macy_s_IP_Holdings_LLC_Signed#pa			

CH \$40.00 5601493

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into effective as of May 6, 2019 (the "Effective Date").

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, 12th Floor, New York, NY 10001 ("Assignor") is the owner of all right, title, interest and goodwill associated therewith in and to the mark MOON & MEADOWS ("The Mark") and its U.S. Registration No. 5,601,493 ("The Registration");

WHEREAS, Macy's IP Holdings, LLC, a domestic business Limited Liability Company 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 ("Assignee"), is desirous of acquiring all of Assignor's rights, title, interest and goodwill associated therewith in and to the MOON & MEADOWS Mark.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, and transfers to Assignee, all of Assignor's rights, title and interest in and to the Mark and the Registration, together with the goodwill of the business symbolized thereby and/or associated therewith. To the extent this assignment concerns and/or involves marks that are the subject of intent-to-use applications under §1(b) of the U.S. Trademark Act, 15 U.S.C. Section 1051(b), for which Statements of Use have not yet been filed in the U.S. Patent and Trademark Office, this assignment is to a successor to the business of the Assignor or to a successor to the segment and/or portion of the Assignor's business to which such marks specifically pertain.

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed by duly authorized officers as of the Effective Date first written above.

Dated: May6, 2019

MACY'S MERCHANDISING GROUP, INC.

MACY'S IP HOLDINGS, LLC

By Fawn M. Horvath

By Fawn M. Horvath

Name: Fawn M. Horvath

Name: Fawn M. Horvath

Title: Assistant Secretary
(Assignor)

Title: Assistant Secretary
(Assignee)