

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM609829

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ENTITY CONVERSION		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hudson's Bay Company Ltd.		03/03/2020	Company: CANADA
RECEIVING PARTY DATA			
Name:	Hudson's Bay Company ULC		
Street Address:	401 Bay Street		
City:	Toronto		
State/Country:	CANADA		
Postal Code:	M5H2Y4		
Entity Type:	Company: CANADA		
PROPERTY NUMBERS Total: 34			
Property Type	Number	Word Mark	
Registration Number:	5807210	1670	
Registration Number:	4962413	CHRISTMAS STREET	
Registration Number:	5326512	COMPANY OF ADVENTURERS N	
Serial Number:	88057755	CORE LIFE	
Serial Number:	88057766	CORE LIFE	
Registration Number:	5355300	DISTINCTLY HOME	
Serial Number:	88262771	EN THREAD	
Serial Number:	88262775	EN THREAD	
Serial Number:	88606092	ENCORE LIVING	
Registration Number:	5143774	GOVERNOR'S CHOICE	
Serial Number:	88821784	HBAM	
Registration Number:	4783777	HBC	
Serial Number:	87394315	HBC FOUNDATION'S HEADFIRST PROGRAM	
Registration Number:	4783776	HBC	
Registration Number:	1116411	HUDSON'S BAY	
Registration Number:	1191220	HUDSON'S BAY	
Registration Number:	0220747	HUDSONS BAY "POINT"	
Registration Number:	3734281	HUDSON'S BAY COMPANY	
Registration Number:	4171901	HUDSON'S BAY COMPANY	

OP \$865.00 5807210

Property Type	Number	Word Mark
Serial Number:	88389877	JUST KIDDING
Serial Number:	88141594	JUST KIDDING
Serial Number:	88291839	
Registration Number:	0291639	
Registration Number:	0291625	
Registration Number:	4286370	
Registration Number:	3718624	
Serial Number:	88234768	MOVA
Registration Number:	0274403	POINT
Serial Number:	88534166	POWER 60 FLEX PLATE
Registration Number:	6061357	SFW SUITABLE FOR WORK
Registration Number:	1164906	THE BAY
Serial Number:	88131231	YORK FACTORY
Serial Number:	88804433	YORK FACTORY
Serial Number:	88131235	YORK FACTORY BY HUDSON'S BAY

CORRESPONDENCE DATA

Fax Number: 3102822200

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.

Phone: 3102822000

Email: trademarks@loeb.com

Correspondent Name: Melanie Howard

Address Line 1: 10100 Santa Monica blvd.

Address Line 2: Suite 2200

Address Line 4: Los Angeles, CALIFORNIA 90067

NAME OF SUBMITTER:	Melanie Howard
SIGNATURE:	/Melanie Howard/
DATE SIGNED:	11/19/2020

Total Attachments: 6
source=3HBC Certificate of Name Change#page1.tif
source=3HBC Notice of Alteration to ULC#page1.tif
source=3HBC Notice of Alteration to ULC#page2.tif
source=3HBC Notice of Articles (current)#page1.tif
source=3HBC Notice of Articles (current)#page2.tif
source=3HBC Notice of Articles (current)#page3.tif



Number: C1242939

**CERTIFICATE
OF
CHANGE OF NAME**

BUSINESS CORPORATIONS ACT

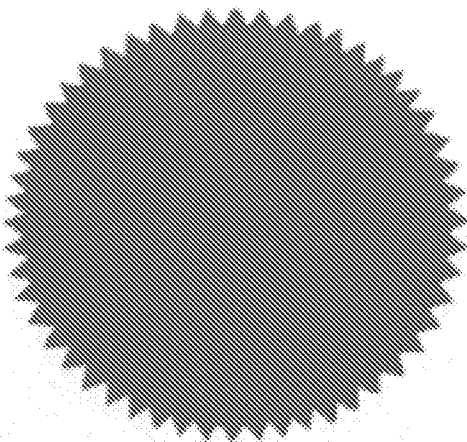
I Hereby Certify that HUDSON'S BAY COMPANY LTD. COMPAGNIE DE LA BAIE D'HUDSON LTEE changed its name to HUDSON'S BAY COMPANY ULC COMPAGNIE DE LA BAIE D'HUDSON SRI on March 3, 2020 at 11:40 AM Pacific Time.

Issued under my hand at Victoria, British Columbia

On March 3, 2020

CAROL PREST

Registrar of Companies
Province of British Columbia
Canada



ELECTRONIC CERTIFICATE

TRADEMARK
REEL: 007111 FRAME: 0388



Mailing Address:
PO Box 9431 Stn Prov Govt
Victoria BC V8W 9V3
www.corporateonline.gov.bc.ca

Location:
2nd Floor - 940 Blanshard Street
Victoria BC
1 877 526-1526

Notice of Alteration For a BC Unlimited Liability Company

FORM 11U
BUSINESS CORPORATIONS ACT
Sections 257 and 51.11

Filed Date and Time: March 3, 2020 05:30 PM Pacific Time

NOTE: Filed but not Effective - The Notice of Alteration may be withdrawn at any time prior to the specified date and time of alteration.

NOTICE OF ALTERATION

Incorporation Number:

C1242939

Name of Company:

HUDSON'S BAY COMPANY ULC COMPAGNIE DE
LA BAIE D'HUDSON SRI

ALTERATION EFFECTIVE DATE:

Specified Date and Time of Alteration: March 4, 2020 06:30 AM Pacific Time

ADD A RESOLUTION DATE:

Date(s) of Resolution(s) or Court Order(s) attaching or altering Special Rights and Restrictions attached to a class or a series of shares:

New Resolution Date:

March 3, 2020

AUTHORIZED SHARE STRUCTURE

- | | | |
|---------------|-----------------------|--|
| 1. No Maximum | Class A Common Shares | Without Par Value |
| | | With Special Rights or Restrictions attached |

2. No Maximum

Class B Common Shares

Without Par Value

With Special Rights or
Restrictions attached





CERTIFIED COPY Of a Document filed with the Province of British Columbia Registrar of Companies

Notice of Articles BUSINESS CORPORATIONS ACT

Allest CAROL PREST

This Notice of Articles was issued by the Registrar on: March 4, 2020 06:30 AM Pacific Time
Incorporation Number: C1242939
Recognition Date and Time: Continued into British Columbia on March 3, 2020 11:30 AM Pacific Time

NOTICE OF ARTICLES

An unlimited liability company must set out on the face of each share certificate the following statement:
"The shareholders of this company are jointly and severally liable to satisfy the debts and liabilities of this company to the extent provided in section 51.3 of the Business Corporations Act."

Name of Company: HUDSON'S BAY COMPANY ULC COMPAGNIE DE LA BAIE D'HUDSON SRI

REGISTERED OFFICE INFORMATION

Mailing Address: SUITE 1700, PARK PLACE 666 BARRARD STREET VANCOUVER BC V6C 2X8 CANADA

Delivery Address: SUITE 1700, PARK PLACE 666 BARRARD STREET VANCOUVER BC V6C 2X8 CANADA

RECORDS OFFICE INFORMATION

Mailing Address: SUITE 1700, PARK PLACE 666 BARRARD STREET VANCOUVER BC V6C 2X8 CANADA

Delivery Address: SUITE 1700, PARK PLACE 666 BARRARD STREET VANCOUVER BC V6C 2X8 CANADA

DIRECTOR INFORMATION

Last Name, First Name, Middle Name:

Baker, Richard

Mailing Address:

225 LIBERTY STREET, 31ST FLOOR
NEW YORK NY 10281
UNITED STATES

Delivery Address:

225 LIBERTY STREET, 31ST FLOOR
NEW YORK NY 10281
UNITED STATES

Last Name, First Name, Middle Name:

Putnam, Ian G.

Mailing Address:

225 LIBERTY STREET, 31ST FLOOR
NEW YORK NY 10281
UNITED STATES

Delivery Address:

225 LIBERTY STREET, 31ST FLOOR
NEW YORK NY 10281
UNITED STATES

Last Name, First Name, Middle Name:

Steele, Brent

Mailing Address:

AL BAHR TOWERS
SHEIKH ZAYED BIN SULTAN STREET
ABU DHABI 61999
UNITED ARAB EMIRATES

Delivery Address:

AL BAHR TOWERS
SHEIKH ZAYED BIN SULTAN STREET
ABU DHABI 61999
UNITED ARAB EMIRATES

Last Name, First Name, Middle Name:

Langman, Steven

Mailing Address:

12 EAST 49TH STREET, 20TH FLOOR
NEW YORK NY 10017
UNITED STATES

Delivery Address:

12 EAST 49TH STREET, 20TH FLOOR
NEW YORK NY 10017
UNITED STATES

Last Name, First Name, Middle Name:

Neibert, Lee

Mailing Address:

10 BEECH HILL LANE
POUND RIDGE NY 10576
UNITED STATES

Delivery Address:

10 BEECH HILL LANE
POUND RIDGE NY 10576
UNITED STATES

Last Name, First Name, Middle Name:

Buerstedde, Franz-Ferdinand

Mailing Address:

12 EAST 49TH STREET, 20TH FLOOR
NEW YORK NY 10017
UNITED STATES

Delivery Address:

12 EAST 49TH STREET, 20TH FLOOR
NEW YORK NY 10017
UNITED STATES

RESOLUTION DATES:

Date(s) of Resolution(s) or Court Order(s) attaching or altering Special Rights and Restrictions attached to a class or a series of shares:

March 3, 2020

AUTHORIZED SHARE STRUCTURE

1. No Maximum Class A Common Shares Without Par Value

With Special Rights or
Restrictions attached

2. No Maximum Class B Common Shares Without Par Value

With Special Rights or
Restrictions attached