

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM634458

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lord & Taylor LLC		08/27/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Hudson's Bay Company ULC		
Street Address:	401 Bay Street		
City:	Toronto, Ontario		
State/Country:	CANADA		
Postal Code:	M5H2Y4		
Entity Type:	unlimited liability company of British Columbia: CANADA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4280539	BLACK BROWN 1826	
CORRESPONDENCE DATA			
Fax Number:	3102822200		
<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:	310-282-2000		
Email:	trademarks@loeb.com		
Correspondent Name:	Melanie Howard c/o Loeb & Loeb LLP		
Address Line 1:	10100 Santa Monica Blvd., Suite 2200		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	222725-00045		
NAME OF SUBMITTER:	Sara J. Crisafulli		
SIGNATURE:	/sjc/		
DATE SIGNED:	03/25/2021		
Total Attachments: 2			
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OP \$40.00 4280539

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is effective as of August 27, 2019 by and between Lord & Taylor LLC ("Assignor"), a Delaware limited liability company, having a place of business at 250 Vesey Street, 22nd Floor, New York, New York 10281 U.S.A., and Hudson's Bay Company ULC as successor-in-interest to Hudson's Bay Company ("Assignee"), an unlimited liability company of British Columbia, Canada, having a place of business at 401 Bay Street, Toronto, Ontario Canada M5H2Y4.

WHEREAS, Assignor owns all the right, title and interest in and to the trademarks shown in the attached schedule ("Exhibit A"), and any common law rights related to the trademarks ("Trademarks"), together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the trademark registrations listed in Exhibit A;

WHEREAS, Assignee desires to acquire all of Assignor's right, title and interest in and to the Trademarks, and any common law rights related to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the trademark registrations listed in Exhibit A;

WHEREAS, Assignor desires to assign to Assignee all of its right, title and interest in and to the Trademarks, and any common laws rights related to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the trademark registrations listed in Exhibit A.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Trademarks, including but not limited to the right to pursue legal actions against third parties for past infringement of Assignor's rights in the Trademarks and related damages, and any common laws rights related to the Trademarks, together with the goodwill symbolized by and associated with the Trademarks, including but not limited to the trademark registrations listed in Exhibit A.

ASSIGNOR

Lord & Taylor LLC

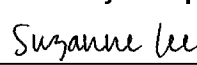
By: 

Print name: Michael van den Berg

Print Title: SVP and General Counsel

ASSIGNEE

Hudson's Bay Company ULC


By: 

Print name: Suzanne Lee

Print Title: Deputy GC, Assist. Corp. Sec

EXHIBIT A
TRADEMARKS

U.S. Registrations

Mark	Country	Reg. No.
BLACK BROWN 1826 	United States	4280539

Foreign Registrations

Mark	Country	Reg. No.
BLACK BROWN 1826	Benelux	1383386
BLACK BROWN 1826 	Canada	TMA796919
BLACK BROWN 1826	China	16338519
BLACK BROWN 1826 	China	10629796
BLACK BROWN 1826 	Germany	302013059751

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