

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM637818

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900602715		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Macy's Merchandising Group, Inc.		03/15/2021	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: 3			
Property Type	Number	Word Mark	
Registration Number:	2973468	H HOTEL COLLECTION	
Registration Number:	2973619	H HOTEL COLLECTION	
Registration Number:	4216198	HOTEL COLLECTION	
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:	Chester Rothstein, Esq., Amster et al.		
Address Line 1:	90 Park Avenue, 21st Floor		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	33754/2240		
NAME OF SUBMITTER:	Chester Rothstein		
SIGNATURE:	/Chester Rothstein/		
DATE SIGNED:	04/08/2021		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into effective as of March 5, 2021 (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, New York, NY 10001 ("Assignor") is the owner of all right, title, interest and goodwill associated therewith in and to the marks H HOTEL COLLECTION and HOTEL COLLECTION (collectively and individually, "the Marks") and their U.S. Registration Nos. 2,973,468; 2,973,619; and 4,216,198 (collectively and individually, "the Registrations"); and

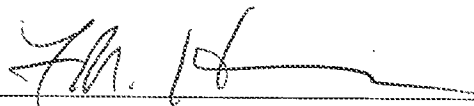
WHEREAS, Macy's IP Holdings, LLC, a domestic business Limited Liability Company organized and existing under the laws of the State of Ohio, having a principal place of business at 7 West Seventh Street, Cincinnati, OH 45202 ("Assignee"), is desirous of acquiring all of Assignor's rights, title, interest and goodwill associated therewith in and to the Marks and the Registrations.

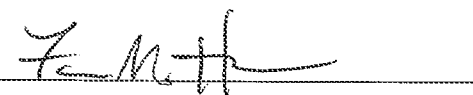
NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, and transfers to Assignee, all of Assignor's rights, title and interest in and to the Marks and the Registrations, together with the goodwill of the business symbolized thereby and/or associated therewith.

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: March 22, 2021

MACY'S MERCHANDISING GROUP, INC. MACY'S IP HOLDINGS, LLC

By 

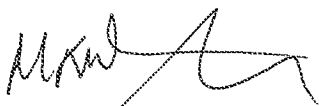
By 

Name: FAWN M. HORVATH

Name: FAWN M. HORVATH

Title: ASSISTANT SECRETARY
(Assignor)

Title: ASSISTANT SECRETARY
(Assignee)



MICHELLE R. WEBB
NOTARY PUBLIC-STATE OF NEW YORK
No. 01WE8371984
Qualified in Kings County
My Commission Expires 03-12-2022