

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM653440

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	02/02/2021		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Macy's West Stores, Inc.		06/11/2021	Corporation: OHIO
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: 5			
Property Type	Number	Word Mark	
Registration Number:	1917007	BLOOMIE'S	
Registration Number:	1458415	BLOOMIE'S	
Registration Number:	1444260	BLOOMIE'S BEAR	
Registration Number:	1918553	BLOOMIE'S	
Registration Number:	1457512	BLOOMIE'S	
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:	33789/0001		
NAME OF SUBMITTER:	Chester Rothstein		
SIGNATURE:	/Chester Rothstein/		
DATE SIGNED:	06/11/2021		

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Total Attachments: 2

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**NUNC PRO TUNC TRADEMARK ASSIGNMENT
BLOOMIE'S**

THIS *NUNC PRO TUNC* TRADEMARK ASSIGNMENT is made and entered into effective as of February 02, 2021 (the "Effective Date") by and between **Macy's West Stores, Inc.**, an Ohio Corporation with an address at 50 O'Farrell Street, San Francisco, California 94102, ("Assignor"); and **Macy's IP Holdings, LLC**, an Ohio limited liability company with an address at 7 West Seventh Street, Cincinnati, Ohio 45202 ("Assignee").

WHEREAS, on and before the Effective Date, Assignor was the owner of all right, title, and interest in and to the mark and trade name BLOOMIE'S, in all forms and formatives (the "BLOOMIE'S Marks"); the goodwill associated therewith; and the following U.S. Trademark Registrations for the BLOOMIE'S Mark:

Trademark Name	Registration No
BLOOMIE'S	1,917,007
BLOOMIE'S	1,458,415
BLOOMIE'S BEAR	1,444,260
BLOOMIE'S (STYLIZED)	1,918,553
BLOOMIE'S (STYLIZED)	1,457,512

(collectively and individually, the "Registrations");

and

WHEREAS, on or about the Effective Date, Assignor assigned all of its right, title, and interest in and to the Marks, the goodwill associated therewith, and the Registrations, to Assignee, and this *Nunc Pro Tunc* Trademark Assignment is intended to memorialize that prior assignment and if any portion is deemed to have not then been assigned, to hereby assign it.

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

Assignor previously and hereby sells, assigns and transfers forever, free and clear of all liens and encumbrances, to Assignee and its successors and assigns, all right, title, and interest in and to the Marks, together with the goodwill of the Mark, and the goodwill of the business appertaining thereto and/or symbolized thereby, and the Registrations, and all income, royalties, damages and payments now or hereafter due or payable in respect to the same, and all causes of action (either in law or in equity) and the right to sue, counterclaim and recover for past, present and future infringement and/or dilution of the same.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized representative, effective as of the Effective Date first written above.

Macy's West Stores, Inc.

By: Fawn Horvath
Fawn Horvath
Date: June 11, 2021

Macy's IP Holdings, LLC

By: Fawn Horvath
Fawn Horvath
Date: June 11, 2021

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