

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM660909

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ENTITY CONVERSION

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Belk Stores Services, Inc.		01/28/2021	Corporation: NORTH CAROLINA

RECEIVING PARTY DATA

Name:	Belk Stores Services, LLC
Street Address:	2801 W. Tyvola Road
City:	Charlotte
State/Country:	NORTH CAROLINA
Postal Code:	28217
Entity Type:	Limited Liability Company: NORTH CAROLINA

PROPERTY NUMBERS Total: 59

Property Type	Number	Word Mark
Registration Number:	4117383	BELK
Registration Number:	3952652	BELK
Registration Number:	3959973	BELK
Registration Number:	3404529	BELK & CO. FINE JEWELERS
Registration Number:	6205999	BELK
Registration Number:	5317159	BELK
Registration Number:	1641169	BELK
Registration Number:	1614424	BELK
Registration Number:	4173124	BELK BOWL
Registration Number:	4414989	BELKIE
Registration Number:	2726990	BELKIE BEAR
Registration Number:	3969941	
Registration Number:	5050072	CROWN & IVY
Registration Number:	5961851	CROWN & IVY
Registration Number:	5408293	EVIE & EMMA
Registration Number:	6053805	GAME DAY GEAR
Registration Number:	1930355	HOME ACCENTS
Registration Number:	3256916	JK INDIGO
Registration Number:	5013184	JK TECH

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	2182798	JKHAKI
Registration Number:	6103273	KAARI
Registration Number:	5617655	KAARI BLUE
Registration Number:	1992368	KIM ROGERS
Registration Number:	4286897	LEGION
Registration Number:	5698163	LIGHTNING BUG
Registration Number:	5983220	LUCKY FINDS
Registration Number:	5628634	MERRYWEAR
Registration Number:	5710617	MODERN. SOUTHERN. HOME.
Registration Number:	3970688	MODERN. SOUTHERN. STYLE.
Registration Number:	4847522	MOVE MY HEART
Registration Number:	3415653	NEW DIRECTIONS
Registration Number:	3706322	NEW DIRECTIONS
Registration Number:	3759414	NEW DIRECTIONS
Registration Number:	3171461	NEW DIRECTIONS
Registration Number:	4271114	NURSERY RHYME
Registration Number:	1169377	NURSERY RHYME
Registration Number:	4057864	NURSERY RHYME
Registration Number:	1688206	PARISIAN
Registration Number:	1702245	PARISIAN
Registration Number:	3547367	PRO TOUR
Registration Number:	5199992	PRO TOUR
Registration Number:	5582254	PROJECT HOMETOWN
Registration Number:	3072760	SADDLEBRED
Registration Number:	5846055	SOUTHERN CHARM
Registration Number:	3393237	STAY @ HOME
Registration Number:	4842436	THE ROAD SOUTH
Registration Number:	5525561	TRUE CRAFT
Registration Number:	5317160	
Registration Number:	6195482	
Registration Number:	5656381	WONDERLY
Serial Number:	88900713	BELKGIVES
Serial Number:	88306817	
Serial Number:	90708158	FAMILY SINCE 1888
Serial Number:	88485984	GOODNESS & GRACE
Serial Number:	88236439	GOODNESS & GRACE
Serial Number:	88647954	HOMEGATE
Serial Number:	88306795	JOYLAND

Property Type	Number	Word Mark
Serial Number:	88022590	MCRAE'S
Serial Number:	88022584	PROFFITT'S

CORRESPONDENCE DATA

Fax Number: 7044441111
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: 7044441124
Email: elaine.hunt@alston.com
Correspondent Name: Michele M. Glessner
Address Line 1: Alston & Bird LLP
Address Line 2: 101 South Tryon Street, Suite 4000
Address Line 4: Charlotte, NORTH CAROLINA 28280-4000

NAME OF SUBMITTER:	Elaine B. Hunt
SIGNATURE:	/Elaine B. Hunt/
DATE SIGNED:	07/19/2021

Total Attachments: 6
source=belk llc - articles of organization#page1.tif
source=belk llc - articles of organization#page2.tif
source=belk llc - articles of organization#page3.tif
source=belk llc - articles of organization#page4.tif
source=belk llc - articles of organization#page5.tif
source=belk llc - articles of organization#page6.tif



NORTH CAROLINA

Department of the Secretary of State

To all whom these presents shall come, Greetings:

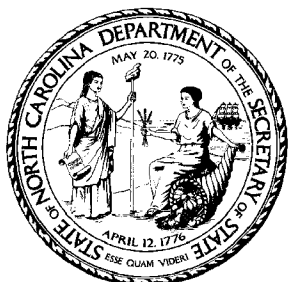
I, ELAINE F. MARSHALL, Secretary of State of the State of North Carolina, do hereby certify the following and hereto attached to be a true copy of

ARTICLES OF ORGANIZATION

OF

BELK STORES SERVICES, LLC

the original of which was filed in this office on the 28th day of January, 2021.



Scan to verify online.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal at the City of Raleigh, this 28th day of January, 2021.

Elaine F. Marshall

Secretary of State

State of North Carolina
Department of the Secretary of State

ARTICLES OF ORGANIZATION
INCLUDING ARTICLES OF CONVERSION

Pursuant to §§ 57D-2-21, 57D-9-20 and 57D-9-22 of the General Statutes of North Carolina, the undersigned converting business entity does hereby submit these Articles of Organization Including Articles of Conversion for the purpose of forming a limited liability company pursuant to the conversion of another eligible entity.

1. The name of the limited liability company is: Belk Stores Services, LLC
The limited liability company is being formed pursuant to a conversion of another business entity.
(See Item 1 of the Instructions for appropriate entity designation)
2. The name of the converting business entity is: Belk Stores Services, Inc.
and the organization and internal affairs of the converting business entity are governed by the laws of the state or country of North Carolina

A plan of conversion has been approved by the converting business entity as required by law.

3. The converting business entity is a (check one): domestic corporation; foreign corporation;
 foreign limited liability company; domestic limited partnership;
 foreign limited partnership; domestic registered limited liability partnership;
 foreign limited liability partnership; professional corporation; or other partnership as defined in G.S. 59-36, whether or not formed under the laws of North Carolina.

4. The mailing address of the converting entity prior to the conversion is:

Number and Street: 2801 W Tyvola Rd.
City: Charlotte State: NC Zip Code: 28217 County: Mecklenburg

If different, the mailing address of the resulting business entity is:

Number and Street: _____
City: _____ State: _____ Zip Code: _____ County: _____

5. The name and address of each person executing these articles of organization is as follows: (State whether each person is executing these articles of organization in the capacity of a member, organizer or both.) Note: This document must be signed by all persons listed.

Stacy S. Gray, Senior Vice President, General Counsel of Belk, Inc., the Member of Belk Stores Services, LLC

2801 W Tyvola Rd., Charlotte, NC 28217

6. The name of the initial registered agent is: National Registered Agents, Inc.

7. The street address and county of the initial registered office of the limited liability company is:

Number and Street: 160 Mine Lake Ct Ste 200
City: Raleigh State: NC Zip Code: 27615 County: Wake

8. The North Carolina mailing address, *if different from the street address*, of the initial registered office is:

Number and Street: _____
City: _____ State: NC Zip Code: _____ County: _____

9. Principal Office Information: *Select either a or b.*

a. The limited liability company has a principal office.

The principal office telephone number: (704) 426-8405

The street address and county of the principal office of the limited liability company is:

Number and Street: 280 W Tyvola Rd
City: Charlotte State: NC Zip Code: 28217 County: Mecklenburg

The mailing address, *if different from the street address*, of the principal office of the limited liability company is:

Number and Street: _____
City: _____ State: _____ Zip Code: _____ County: _____

b. The limited liability company does not have a principal office.

10. Any other provisions which the limited liability company elects to include (e.g., the purpose of the entity) are attached.

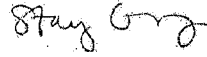
11. (Optional): Please provide a business e-mail address: _____
The Secretary of State's Office will e-mail the business automatically at the address provided at no charge when a document is filed. The e-mail provided will not be viewable on the website. For more information on why this service is being offered, please see the instructions for this document.

12. These articles will be effective upon filing, unless a future date is specified: January 30, 2021 11:59:59 PM Eastern Standard Time.

This is the 28 day of January, 2021.

Belk, Inc.

(Optional: Business Entity Name)



Signature

Stacy S. Gray, Senior Vice President; General Counsel

Type or Print Name and Title

The below space to be used if more than one organizer or member is listed in Item #5 above.

(Optional: Business Entity Name)

Signature

Type or Print Name and Title

(Optional: Business Entity Name)

Signature

Type or Print Name and Title

(Optional: Business Entity Name)

Signature

Type or Print Name and Title

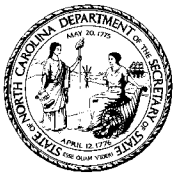
(Optional: Business Entity Name)

Signature

Type or Print Name and Title

NOTES:

1. Filing fee is \$125. This document must be filed with the Secretary of State.



NORTH CAROLINA

Department of the Secretary of State

To all whom these presents shall come, Greetings:

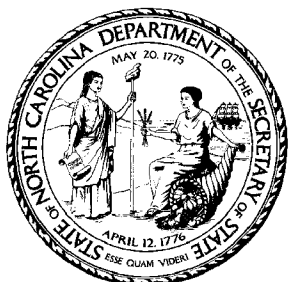
I, ELAINE F. MARSHALL, Secretary of State of the State of North Carolina, do hereby certify the following and hereto attached to be a true copy of

ARTICLES OF AMENDMENT

OF

BELK STORES SERVICES, LLC

the original of which was filed in this office on the 8th day of July, 2021.



Scan to verify online.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal at the City of Raleigh, this 8th day of July, 2021.

Elaine F. Marshall

Secretary of State

State of North Carolina
Department of the Secretary of State

SOSID: 0012395
Date Filed: 7/8/2021 9:25:00 AM
Elaine F. Marshall
North Carolina Secretary of State
C2021 162 00401

Limited Liability Company
AMENDMENT OF ARTICLES OF ORGANIZATION

Pursuant to §57D-2-22 of the General Statutes of North Carolina, the undersigned limited liability company hereby submits the following Articles of Amendment for the purpose of amending its Articles of Organization.

1. The name of the limited liability company is: Belk Stores Services, LLC

2. The text of each amendment adopted is as follows (attach additional pages if necessary):

9. Principal Office Information:

The limited liability office had a principal office.

The principal office telephone number: (704) 426-8405.

The street address and county of the principal office of the limited liability company is:

Number and Street: 2801 W Tyvola Road

City: Charlotte State: NC Zip Code: 28217 County: Mecklenburg

3. (Check either a or b, whichever is applicable)

A. The amendment(s) was (were) duly adopted by the majority vote of the organizers of the limited liability company prior to the identification of initial members of the limited liability company.

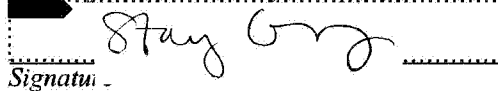
B. The amendment(s) was (were) duly adopted by the unanimous vote of the members of the limited liability company or was (were) adopted as otherwise provided in the limited liability company's Articles of Organization or a written operating agreement.

4. These articles will be effective upon filing, unless a date and/or time is specified: _____

This the 11 day of June, 2021.

Belk Stores Services, LLC

Name of Limited Liability Company



Signature

Stacy S. Gray, Senior Vice President, Company Official

Type or Print Name and Title

NOTES:

1. Filing fee is \$50. This document must be filed with the Secretary of State.

BUSINESS REGISTRATION DIVISION
(Revised July 2017)

P. O. BOX 29622

RALEIGH, NC 27626-0622
(Form L-17)

TRADEMARK

REEL: 007358 FRAME: 0795