

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM664825

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Bluemercury, Inc.		07/29/2021	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Macy's IP Holdings, LLC		
<b>Street Address:</b>	7 West Seventh Street		
<b>City:</b>	Cincinnati		
<b>State/Country:</b>	OHIO		
<b>Postal Code:</b>	45202		
<b>Entity Type:</b>	Limited Liability Company: OHIO		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5748126	VITABLAST C	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	2123368000		
<b>Email:</b>	ptodocket@arelaw.com		
<b>Correspondent Name:</b>	Chester Rothstein, Esq., AMSTER, ET AL.		
<b>Address Line 1:</b>	90 Park Avenue, 21st Floor		
<b>Address Line 4:</b>	New York, NEW YORK 10016		
<b>ATTORNEY DOCKET NUMBER:</b>	33765/1356		
<b>NAME OF SUBMITTER:</b>	Chester Rothstein		
<b>SIGNATURE:</b>	/Chester Rothstein/		
<b>DATE SIGNED:</b>	08/03/2021		
<b>Total Attachments: 2</b>			
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source=Executed Assignment Bluemercury to Macys IP Holdings 4848-6536-1652 v1#page2.tif			

OP \$40.00 5748126

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into effective as of July 29, 2021 (the "Effective Date").

WHEREAS, Bluemercury, Inc., a corporation organized and existing under the laws of the State of Delaware, having a principal place of business at 1010 Wisconsin Avenue Northwest, Washington D.C. 20007 ("Assignor") is the owner of all right, title, interest and goodwill associated therewith in and to the marks (collectively and individually, the "Marks") and their U.S. Trademark Registrations (collectively and individually, the "Registrations"), identified in Exhibit A; 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, Ohio 45202 ("Assignee"), is desirous of acquiring all of Assignor's right, 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 right, title and interest in and to the Marks and 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: July 29, 2021

BLUEMERCURY, INC.

By F.M. Horvath

Name: Fawn Horvath

Title: Assistant Secretary  
(Assignor)

MACY'S IP HOLDINGS, LLC

By F.M. Horvath

Name: Fawn Horvath

Title: Assistant Secretary  
(Assignee)

**EXHIBIT A**

<b>MARK</b>	<b>INTERNATIONAL CLASS</b>	<b>REGISTRATION NO.</b>
VITABLAST C	03 Int.	5,748,126