

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM664826

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Macy's West Stores, Inc.		07/29/2021	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: 6			
Property Type	Number	Word Mark	
Registration Number:	2435839	BLUEMERCURY	
Registration Number:	3061805	BLUEMERCURY	
Registration Number:	6022931	BLUEREWARDS	
Registration Number:	1975936	HECHT'S	
Registration Number:	1994579	KAUFMANN'S	
Registration Number:	4766726	STERN'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:	33765/1356		
NAME OF SUBMITTER:	Chester Rothstein		
SIGNATURE:	/Chester Rothstein/		
DATE SIGNED:	08/03/2021		

OP \$165.00 2435839

Total Attachments: 2

source=Executed Assignment Macys West Stores (OH) to Macys IP Holdings 4825-5410-3540 v.1#page1.tif

source=Executed Assignment Macys West Stores (OH) to Macys IP Holdings 4825-5410-3540 v.1#page2.tif

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into effective as of July 21 2021 (the "Effective Date").

WHEREAS, Macy's West Stores, Inc., a corporation 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 ("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 21, 2021

MACY'S WEST STORES, INC.

MACY'S IP HOLDINGS, LLC

By Fawn Horvath

By Fawn Horvath

Name: Fawn Horvath

Name: Fawn Horvath

Title: Vice President
(Assignor)

Title: Assistant Secretary
(Assignee)

EXHIBIT A

MARK	INTERNATIONAL CLASS	REGISTRATION NO.
BLUEMERCURY	35 Int.	2,435,839
BLUEMERCURY	25 Int.	3,061,805
BLUEREWARDS	35 Int.	6,022,931
HECHT'S	42 Int.	1,975,936
KAUFMANN'S	42 Int.	1,994,579
STERN'S	18 Int., 25 Int.	4,766,726