

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM664828

<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>
Macy's, 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: 22</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2247805	59TH & LEX	
<b>Registration Number:</b>	0972588	A & S	
<b>Registration Number:</b>	3310578	CLOWN U	
<b>Registration Number:</b>	2652585	COOKRIGHT	
<b>Registration Number:</b>	2559620	ECODOWN HYPO-ALLERGENIC	
<b>Registration Number:</b>	1856060	LIKE NO OTHER STORE IN THE WORLD	
<b>Registration Number:</b>	1273988	MARSHALL FIELD'S	
<b>Registration Number:</b>	1861970	PARTNERS IN TIME	
<b>Registration Number:</b>	3596783	PERFECTPROTECTOR	
<b>Registration Number:</b>	2285077	SANTALAND	
<b>Registration Number:</b>	3822599	SIP AND SCAN	
<b>Registration Number:</b>	3308279	STAR REWARDS	
<b>Registration Number:</b>	5252754	STYLE YOUR RING	
<b>Registration Number:</b>	3129917	THE NEW VIEW	
<b>Registration Number:</b>	2902466	WAY TO SHOP	
<b>Registration Number:</b>	4724217	WEEK OF WONDERFUL	
<b>Registration Number:</b>	5307385	#GOYOU	
<b>Registration Number:</b>	4202592	BELIEVE	
<b>Registration Number:</b>	4645037	BELIEVE	

OP \$565.00 2247805

Property Type	Number	Word Mark
Registration Number:	4758526	BELIEVE-O-MAGIC
Registration Number:	5330175	WISH WRITER
Registration Number:	4899088	YES VIRGINIA

**CORRESPONDENCE DATA**

**Fax Number:** 2123368001

*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:** 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

<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

**Total Attachments: 2**

source=Executed Assignment Macys Inc. to Macys IP Holdings 4819-6742-5268 v.1#page1.tif

source=Executed Assignment Macys Inc. to Macys IP Holdings 4819-6742-5268 v.1#page2.tif

**TRADEMARK ASSIGNMENT**

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

**WHEREAS, Macy's, Inc.**, a corporation organized and existing under the laws of the State of Delaware, 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 29, 2021

MACY'S, 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>
59TH & LEX	42 Int.	2,247,805
A & S	42 Int.	972,588
CLOWN U	41 Int.	3,310,578
COOKRIGHT	21 Int.	2,652,585
ECODOWN AND LOGO	24 Int.	2,559,620
LIKE NO OTHER STORE IN THE WORLD	42 Int.	1,856,060
MARSHALL FIELD'S	42 Int.	1,273,988
PARTNERS IN TIME	35 Int.	1,861,970
PERFECTPROTECTOR	24 Int.	3,596,783
SANTALAND	41 Int.	2,285,077
SIP AND SCAN	35 Int.	3,822,599
STAR REWARDS	36 Int.	3,308,279
STYLE YOUR RING	42 Int.	5,252,754
THE NEW VIEW	35 Int.	3,129,917
WAY TO SHOP	35 Int.	2,902,466
WEEK OF WONDERFUL	35 Int.	4,724,217
#GOYOU	35 Int.	5,307,385
BELIEVE	35 Int.	4,202,592
BELIEVE	28 Int.	4,645,037
BELIEVE-O-MAGIC	09 Int.	4,758,526
WISH WRITER	09 Int., 41 Int., 42 Int.	5,330,175
YES VIRGINIA	28 Int.	4,899,088