

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM664832

<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 Merchandising Group, 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: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	85984379	MAISON JULES	
<b>Registration Number:</b>	5121257	IDEOLOGY	
<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: 3</b>			
source=Executed Assignment MMG, Inc. (DE) to Macys IP Holdings 4853-2024-7028 v.1#page1.tif			
source=Executed Assignment MMG, Inc. (DE) to Macys IP Holdings 4853-2024-7028 v.1#page2.tif			
source=Executed Assignment MMG, Inc. (DE) to Macys IP Holdings 4853-2024-7028 v.1#page3.tif			

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**TRADEMARK ASSIGNMENT**

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

WHEREAS, Macy's Merchandising Group, Inc., a corporation organized and existing under the laws of the State of Delaware, having a principal place of business at 11 Penn Plaza, New York, New York, 10001 ("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/or U.S. Trademark Applications (collectively and individually, the "Applications"), identified in Exhibit B; 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, Registrations, and Applications.

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, Registrations, and Applications, together with the goodwill of the business symbolized thereby and/or associated therewith. To the extent this assignment concerns and/or involves marks that are the subject of intent-to-use applications under §1(b) of the U.S. Trademark Act, 15 U.S.C. Section 1051(b), for which Statements of Use have not yet been filed in the U.S. Patent and Trademark Office, this assignment is to a successor to the business of the Assignor or to a successor to the segment and/or portion of the Assignor's business to which such marks specifically pertain.

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 MERCHANDISING GROUP,  
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>
IDEOLOGY	18 Int., 21 Int.	5,121,257

EXHIBIT B

MARK	INTERNATIONAL CLASS	APPLICATION NO.
MAISON JULES	35 Int.	85/984,379