

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM669562

<b>SUBMISSION TYPE:</b>	RESUBMISSION
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
<b>RESUBMIT DOCUMENT ID:</b>	900636055

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Macy's West Stores, Inc.		07/29/2021	Corporation: OHIO

## RECEIVING PARTY DATA

<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

## PROPERTY NUMBERS Total: 47

Property Type	Number	Word Mark
Registration Number:	2043807	1-800-MACYBED
Registration Number:	4578327	A & S
Registration Number:	5262175	A&S
Registration Number:	4473607	ABRAHAM & STRAUS
Registration Number:	5104654	ABRAHAM & STRAUS
Registration Number:	4019493	B
Registration Number:	2994297	BKIDS
Registration Number:	0945425	BLOOMINGDALE'S
Registration Number:	1581982	BLOOMINGDALE'S
Registration Number:	1467712	BLOOMINGDALE'S
Registration Number:	1614408	BLOOMINGDALE'S
Registration Number:	2346849	BLOOMINGDALES.COM
Registration Number:	1799777	BURDINES
Registration Number:	5267240	BURDINES
Registration Number:	3580003	FORTY CARROTS
Registration Number:	5022761	GOLDSMITH'S
Registration Number:	5118771	GOLDSMITH'S
Registration Number:	4975764	HECHT'S

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4500315	KAUFMANN'S
Registration Number:	4364626	LAZARUS
Registration Number:	5262294	LAZARUS
Registration Number:	0360801	MACY'S
Registration Number:	0922972	MACY'S
Registration Number:	2199728	MACY'S 4TH OF JULY FIREWORKS
Registration Number:	3129938	MACY'S
Registration Number:	4995990	MACY'S BACKSTAGE
Registration Number:	2212581	MACY'S FLOWER SHOW
Registration Number:	3574846	MACY'S GREAT TREE
Registration Number:	2206890	MACY'S THANKSGIVING DAY PARADE
Registration Number:	2478842	MACYS.COM
Registration Number:	4476894	MARSHALL FIELD'S
Registration Number:	4476895	MEIER & FRANK
Registration Number:	5267239	MEIER & FRANK
Registration Number:	5216276	MY STYLIST
Registration Number:	5486900	ONE BELOW
Registration Number:	3060081	
Registration Number:	4476896	RICH'S
Registration Number:	5267243	RICH'S
Registration Number:	5267242	STERN'S
Registration Number:	4500316	STRAWBRIDGE'S
Registration Number:	5267241	STRAWBRIDGE'S
Registration Number:	5262191	THE BON MARCHE
Registration Number:	5056995	THE BON MARCHÉ
Registration Number:	5047587	THE BROADWAY
Registration Number:	5267244	THE BROADWAY
Registration Number:	2534007	THE MAGIC OF MACY'S
Registration Number:	3668492	THE PINK PIG

**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: 212-336-8000

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>	08/23/2021

**Total Attachments: 6**

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**TRADEMARK ASSIGNMENT**

**THIS TRADEMARK ASSIGNMENT** is made and entered into effective as of July 29, 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 50 O'Farrell Street, San Francisco, California 94102 ("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.

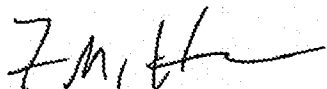
**NOW THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, and transfers to Assignee, all of Assignor's right, title and interest in and to the Marks and Registrations, together with the goodwill of the business symbolized 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 WEST STORES, INC.

By




Name: Fawn Horvath

Title: Vice President

(Assignor)

MACY'S IP HOLDINGS, LLC

By



Name: Fawn Horvath

Title: Assistant Secretary

(Assignee)

**EXHIBIT A**

<b>MARK</b>	<b>INTERNATIONAL CLASS</b>	<b>REGISTRATION NO.</b>
I-800-MACYBED	42 Int.	2,043,807
A & S	18 Int., 25 Int.	4,578,327
A&S	35 Int.	5,262,175
ABRAHAM & STRAUS	18 Int., 25 Int.	4,473,607
ABRAHAM & STRAUS	35 Int.	5,104,654
B (STYLIZED)	35 Int.	4,019,493
BKIDS	35 Int.	2,994,297
BLOOMINGDALE'S	42 Int.	945,425
BLOOMINGDALE'S	42 Int.	1,581,982
BLOOMINGDALE'S (STYLIZED)	42 Int.	1,467,712

BLOOMINGDALE'S IN BLOOMINGTYPE	42 Int.	1,614,408
BLOOMINGDALES.COM	35 Int.	2,346,849
BURDINES	42 Int.	1,799,777
BURDINES	35 Int.	5,267,240
FORTY CARROTS	43 Int.	3,580,003
GOLDSMITH'S	18 Int., 25 Int.	5,022,761
GOLDSMITH'S	35 Int.	5,118,771
HECHT'S	18 Int., 25 Int.	4,975,764
KAUFMANN'S	18 Int.	4,500,315
LAZARUS	18 Int., 25 Int.	4,364,626
LAZARUS	35 Int.	5,262,294

MACY'S	30 Int.	360,801
MACY'S	42 Int.	922,972
MACY'S 4TH OF JULY FIREWORKS	41 Int.	2,199,728
MACY'S AND DESIGN	35 Int.	3,129,938
MACY'S BACKSTAGE	35 Int.	4,995,990
MACY'S FLOWER SHOW	41 Int.	2,212,581
MACY'S GREAT TREE	41 Int.	3,574,846
MACY'S THANKSGIVING DAY PARADE	41 Int.	2,206,890
MACYS.COM	35 Int.	2,478,842
MARSHALL FIELD'S	18 Int.	4,476,894
MEIER & FRANK	18 Int., 25 Int.	4,476,895

MEIER & FRANK	35 Int.	5,267,239
MY STYLIST	45 Int.	5,216,276
ONE BELOW	35 Int.	5,486,900
RED STAR DESIGN	35 Int.	3,060,081
RICH'S	18 Int., 25 Int.	4,476,896
RICH'S	35 Int.	5,267,243
STERN'S	35 Int.	5,267,242
STRAWBRIDGE'S	18 Int.	4,500,316
STRAWBRIDGE'S	35 Int.	5,267,241
THE BON MARCHE	35 Int.	5,262,191
THE BON MARCHÉ	18 Int., 25 Int.	5,056,995



THE BROADWAY	18 Int., 25 Int.	5,047,587
THE BROADWAY	35 Int.	5,267,244
THE MAGIC OF MACY'S	35 Int.	2,534,007
THE PINK PIG	41 Int.	3,668,492