TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1 Stylesheet Version v1.2 ETAS ID: TM637818

SUBMISSION TYPE:	RESUBMISSION	
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL	
RESUBMIT DOCUMENT ID:	900602715	

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Macy's Merchandising Group, Inc.		03/15/2021	Corporation: NEW YORK

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: 3

Property Type	Number	Word Mark
Registration Number:	2973468	H HOTEL COLLECTION
Registration Number:	2973619	H HOTEL COLLECTION
Registration Number:	4216198	HOTEL COLLECTION

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

ATTORNEY DOCKET NUMBER:	33754/2240
NAME OF SUBMITTER:	Chester Rothstein
SIGNATURE:	/Chester Rothstein/
DATE SIGNED:	04/08/2021

Total Attachments: 1

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TRADEMARK REEL: 007515 FRAME: 0462

900608036

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into effective as of March 15, 2021 (the "Effective Date").

WHEREAS, Macy's Merchandising Group, Inc., a corporation organized and existing under the laws of the State of New York, having a principal place of business at 11 Penn Plaza, New York, NY 10001 ("Assignor") is the owner of all right, title, interest and goodwill associated therewith in and to the marks H HOTEL COLLECTION and HOTEL COLLECTION (collectively and individually, "the Marks") and their U.S. Registration Nos. 2,973,468; 2,973,619; and 4,216,198 (collectively and individually, "the Registrations"); 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, OH 45202 ("Assignee"), is desirous of acquiring all of Assignor's rights, 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 rights, title and interest in and to the Marks and the 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:

March **22**, 2021

MACY'S MERCHANDISING GROUP, INC. MACY'S IP HOLDINGS, LLC

Name: FAWN M. HORVAGA

Name: FAWN

Title: ASSISMAT SECCEMEY

(Assignee)

NOTARY PUBLIC-STATE OF NEW YORK

No. 01WE6371984

Qualified in Kings County

My Commission Expires 03-12-2022

RECORDED: 03/16/2021