

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM751206

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
AJ Consolidated LLC		07/28/2022	Limited Liability Company: 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: 1			
Property Type	Number	Word Mark	
Serial Number:	97439731	ALETHEA	
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:	Amster, Rothstein & Ebenstein LLP		
Address Line 1:	90 Park Avenue		
Address Line 4:	New York, NEW YORK 10016		
NAME OF SUBMITTER:	Chester Rothstein		
SIGNATURE:	/Chester Rothstein/		
DATE SIGNED:	08/25/2022		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into *nunc pro tunc* effective as of June 1, 2022 (the "Effective Date").

WHEREAS, AJ Consolidated LLC, a limited liability company organized under the laws of New York with an address at 18 East 48th Street, Suite 1200, New York, NY 10017 ("Assignor") is the owner of certain right, title, interest and goodwill associated therewith in and to the following trademark and/or service mark (the "Mark") and related United States federal trademark and service mark application in International Class 14 (the "Application"):

"MARK"	"APPLICATION"
ALETHEA	97/439,731

WHEREAS, it is uncertain whether Assignor owns any valid rights in the Mark, and the intention of this Trademark Assignment is to assign from Assignor to Assignee any and all rights which Assignor may own under the law in and to the Mark and the Applications.


WHEREAS, Macy's IP Holdings, LLC, a limited liability company organized and existing under the laws of the State of Ohio, having a 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 Mark and the Application.


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 which it may own in and to the Mark and the Application, together with the goodwill of the business symbolized thereby and/or associated therewith. To the extent this assignment concerns and/or involves a mark that is 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 mark specifically pertains.

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed by duly authorized officers as of the Effective Date first written above.

AJ CONSOLIDATED LLC
(Assignor)

MACY'S IP HOLDINGS, LLC,
(Assignee)

By 
Name: Art Melillo
Title: Partner
Dated: July 28th, 2022

By 
Name: Fawn Horvath
Title: ASSISTANT SECRETARY
Dated: 8/3, 2022

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