

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM389149

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Security Agreement

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
J. C. Penney Company, Inc.		06/23/2016	Corporation: DELAWARE
J. C. Penney Corporation, Inc.		06/23/2016	Corporation: DELAWARE

RECEIVING PARTY DATA

Name:	Wilmington Trust, National Association, as Collateral Agent
Street Address:	50 South Sixth Street, Suite 1290
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55402
Entity Type:	National Association: UNITED STATES

PROPERTY NUMBERS Total: 88

Property Type	Number	Word Mark
Serial Number:	87001334	BOUTIQUE+
Serial Number:	86857525	BOUTIQUE PLUS
Serial Number:	87001291	PENNEY LANE
Serial Number:	86606302	BELLE + SKY
Serial Number:	86606602	BELLE SKY
Registration Number:	4833716	STYLUS
Registration Number:	4832934	SLEEP CHIC
Registration Number:	4807704	JCPENNEY HOME
Registration Number:	4804215	TOTAL GIRL
Registration Number:	4803616	JCPENNEY HOME EST. 1902
Registration Number:	4803586	XERSION
Registration Number:	4803584	H HOME EXPRESSIONS
Registration Number:	4803581	HOME EXPRESSIONS
Registration Number:	4803576	MIXIT
Registration Number:	4803543	THE ORIGINAL ARIZONA JEAN CO.
Registration Number:	3895342	FINDMORE
Registration Number:	4913488	JCP
Registration Number:	3795765	JOY OF GIVING

OP \$2215.00 87001334

Property Type	Number	Word Mark
Registration Number:	4013113	M
Registration Number:	1209655	MONET
Registration Number:	4158540	THE FOUNDRY BIG & TALL SUPPLY CO.
Registration Number:	4158539	THE FOUNDRY BIG & TALL SUPPLY CO.
Serial Number:	86714672	JCPENNEY
Serial Number:	86714595	JCPENNEY
Registration Number:	719979	MONET
Registration Number:	1502274	STAFFORD
Registration Number:	4053862	I SAID YES
Registration Number:	4053863	I SAID YES!
Registration Number:	4003383	UPROAR
Registration Number:	3986591	ONE KISS
Registration Number:	3901866	ARTICLE 365
Registration Number:	3901867	ARTICLE 365
Registration Number:	3854400	SHE SAID
Registration Number:	797853	TOWNCRAFT
Registration Number:	4845282	AMBRIELLE
Registration Number:	3868960	STUDIO
Registration Number:	4808596	FLIRTITUDE
Registration Number:	4845279	A.N.A A NEW APPROACH
Registration Number:	1510969	STAFFORD
Registration Number:	1455438	ST. JOHN'S BAY
Registration Number:	1421983	THE JCPENNEY TOWEL
Registration Number:	1503930	STJOHN'SBAY
Registration Number:	1319486	CITY STREETS
Registration Number:	1402245	OKIE-DOKIE
Registration Number:	231906	TOWNCRAFT
Registration Number:	1978252	THE ORIGINAL ARIZONA JEAN COMPANY
Registration Number:	3998879	PRO-TEC-SUN
Registration Number:	2197706	LISETTE
Registration Number:	2195308	BRIGHT FUTURE
Registration Number:	1486179	WORTHINGTON
Registration Number:	1449840	UNDERScore
Registration Number:	2195381	OKIE-DOKIE
Registration Number:	1298926	GREAT CONNECTIONS
Registration Number:	824962	BIG MAC
Registration Number:	3786962	LC LC LC LC
Registration Number:	3783673	LC

Property Type	Number	Word Mark
Registration Number:	3786966	LC
Registration Number:	3758460	L
Registration Number:	3999161	LIZ CLAIBORNE NEW YORK
Registration Number:	1480350	CLAIBORNE
Registration Number:	1554507	CLAIBORNE
Registration Number:	1653728	CLAIBORNE
Registration Number:	1611814	
Registration Number:	2191453	CLAIBORNE SPORT
Registration Number:	1450271	
Registration Number:	2128086	ELISABETH
Registration Number:	4080583	LC
Registration Number:	4080582	
Registration Number:	4080581	
Registration Number:	1422446	LIZ CLAIBORNE
Registration Number:	1167434	LIZ CLAIBORNE
Registration Number:	2202253	LIZ CLAIBORNE
Registration Number:	1529086	LIZ CLAIBORNE
Registration Number:	2010455	LIZ CLAIBORNE
Registration Number:	2131395	LIZ CLAIBORNE
Registration Number:	1442825	LIZ CLAIBORNE
Registration Number:	2132747	LIZGOLF
Registration Number:	3059604	LIZWEAR
Registration Number:	1507695	
Serial Number:	86804119	GET YOUR PENNEY'S WORTH
Registration Number:	4037300	DISCOVER THE REAL SECRET
Registration Number:	3895410	NEW LOOK. NEW DAY. WHO KNEW.
Registration Number:	1404163	TOWNCRAFT
Registration Number:	1317038	LIZ CLAIBORNE
Registration Number:	4063464	LIZ CLAIBORNE
Registration Number:	1346383	LIZWEAR
Registration Number:	1371423	LIZ SPORT
Registration Number:	1533845	

CORRESPONDENCE DATA

Fax Number: 8009144240

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: 800-713-0755

Email: Michael.Violet@wolterskluwer.com

Correspondent Name: Michael Violet
Address Line 1: 4400 Easton Commons Way
Address Line 2: Suite 125
Address Line 4: Columbus, OHIO 43219

NAME OF SUBMITTER: Elaine Carrera

SIGNATURE: /Elaine Carrera/

DATE SIGNED: 06/24/2016

Total Attachments: 11

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AMENDED AND RESTATED TRADEMARK SECURITY AGREEMENT

This **AMENDED AND RESTATED TRADEMARK SECURITY AGREEMENT**, dated as of June 23, 2016 (as it may be amended, restated, supplemented or otherwise modified from time to time, this “**Agreement**”), is made by the entities identified as grantors on the signature pages hereto (collectively, the “**Grantors**”) in favor of Wilmington Trust, National Association, as collateral agent for the Term Loan/Notes Secured Parties (in such capacity, together with its successors and permitted assigns, the “**Collateral Agent**”).

WHEREAS, the Grantors are party to an Amended and Restated Pledge and Security Agreement dated as of June 23, 2016 (as it may be amended, restated, supplemented or otherwise modified from time to time, the “**Pledge and Security Agreement**”) between each of the Grantors and the other grantors party thereto and the Collateral Agent pursuant to which the Grantors granted a security interest to the Collateral Agent in the Trademark Collateral (as defined below) and are required to execute and deliver this Agreement.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Grantors hereby agree with the Collateral Agent as follows:

SECTION 1. Defined Terms

Unless otherwise defined herein, terms defined in the Pledge and Security Agreement and used herein have the meaning given to them in the Pledge and Security Agreement.

SECTION 2. Grant of Security Interest in Trademark Collateral

SECTION 2.1 Grant of Security Interest. Each Grantor hereby grants to the Collateral Agent, for the benefit of the Term Loan/Notes Secured Parties, a security interest in and continuing lien on all of such Grantor’s right, title and interest in, to and under the following, in each case whether now or hereafter existing or in which such Grantor now has or hereafter acquires an interest and wherever the same may be located (collectively, the “**Trademark Collateral**”):

- (a) all United States, and foreign trademarks, trade names, trade dress, Internet domain names, service marks, certification marks, logos, and other source identifiers, whether or not registered;
- (b) all registrations and applications therefor including, without limitation, the registrations and applications listed on Schedule A attached hereto;
- (c) all extensions or renewals of any of the foregoing;
- (d) all of the goodwill of the business connected with the use of and symbolized by any of the foregoing;
- (e) the right to sue or otherwise recover for any past, present and future infringement, dilution or other violation of any of the foregoing;
- (f) all Proceeds of the foregoing, including, without limitation, license fees, royalties, income, payments, claims, damages, and proceeds of suit now or hereafter due and/or payable with respect thereto; and

(g) all other rights corresponding thereto throughout the world.

SECTION 2.2 Certain Limited Exclusions. Notwithstanding anything herein to the contrary, in no event shall the Trademark Collateral include or the security interest granted under Section 2.1 hereof attach to any Excluded Asset, including, without limitation, any “intent-to-use” application for registration of a trademark or service mark filed pursuant to Section 1(b) of the Lanham Act, 15 U.S.C. § 1051, prior to the filing of a “Statement of Use” pursuant to Section 1(d) of the Lanham Act or an “Amendment to Allege Use” pursuant to Section 1(c) of the Lanham Act with respect thereto, solely to the extent, if any, that, and solely during the period, if any, in which, the grant of a security interest therein would impair the validity or enforceability of any registration that issues from such intent-to-use application under applicable federal law.

SECTION 3. Security Agreement

The security interest granted pursuant to this Agreement is granted in conjunction with the security interest granted to the Collateral Agent for the Term Loan/Notes Secured Parties pursuant to the Pledge and Security Agreement, and the Grantors hereby acknowledge and affirm that the rights and remedies of the Collateral Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Pledge and Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. In the event that any provision of this Agreement is deemed to conflict with the Pledge and Security Agreement, the provisions of the Pledge and Security Agreement shall control.

SECTION 4. Termination

Upon the payment in full of all Term Loan/Notes Secured Obligations (other than unasserted indemnification, tax gross-up, expense reimbursement or yield protection obligations) and the cancellation or termination of the Commitments and commitments under any Future Term Loan/Notes Agreement, the security interest granted hereby shall automatically terminate hereunder and of record and all rights to the Trademark Collateral shall revert to the Grantors. Upon any such termination the Collateral Agent shall, at the Grantors’ expense, execute and deliver to the Grantors or otherwise authorize the filing of such documents as the Grantors shall reasonably request, including financing statement amendments and/or releases and/or reassignments of the Trademark Collateral in the form appropriate for recording in the U.S. Patent and Trademark Office or other applicable Intellectual Property registry where the Collateral Agent’s security interest may have been recorded, to evidence such termination.

SECTION 5. Governing Law

THIS AGREEMENT AND THE RIGHTS AND OBLIGATIONS OF THE PARTIES HEREUNDER (INCLUDING, WITHOUT LIMITATION, ANY CLAIMS SOUNDING IN CONTRACT LAW OR TORT LAW ARISING OUT OF THE SUBJECT MATTER HEREOF) SHALL BE GOVERNED BY, AND SHALL BE CONSTRUED AND ENFORCED IN ACCORDANCE WITH, THE LAWS OF THE STATE OF NEW YORK WITHOUT REGARD TO CONFLICT OF LAWS PRINCIPLES THEREOF THAT WOULD RESULT IN THE APPLICATION OF ANY LAW OTHER THAN THE LAW OF THE STATE OF NEW YORK (OTHER THAN ANY MANDATORY PROVISIONS OF THE UCC RELATING TO THE LAW GOVERNING PERFECTION AND THE EFFECT OF PERFECTION OF THE SECURITY INTEREST).

SECTION 6. Intercreditor Agreement

Notwithstanding anything herein to the contrary, the liens and security interests granted to the Collateral Agent pursuant to this Agreement in respect of the Trademark Collateral and the exercise of any right or remedy by the Collateral Agent hereunder in respect of the Trademark Collateral, in each case, with respect to such Trademark Collateral are subject to the limitations and provisions of the ABL Intercreditor Agreement. In the event of any inconsistency between the terms or conditions of this Agreement (other than Section 2) and the terms and conditions of the ABL Intercreditor Agreement, the terms and conditions of the ABL Intercreditor Agreement shall control. In addition, notwithstanding anything herein to the contrary, the liens and security interests granted to the Collateral Agent pursuant to this Agreement in respect of the Trademark Collateral and the exercise of any right or remedy by the Collateral Agent hereunder in respect of the Trademark Collateral, in each case, with respect to such Trademark Collateral are subject to the limitations and provisions of the Pari Passu Intercreditor Agreement. In the event of any inconsistency between the terms or conditions of this Agreement (other than Section 2) and the terms and conditions of the Pari Passu Intercreditor Agreement, the terms and conditions of the Pari Passu Intercreditor Agreement shall control.

SECTION 7. Counterparts

This Agreement may be executed in one or more counterparts and by different parties hereto in separate counterparts, each of which when so executed and delivered shall be deemed an original, but all such counterparts together shall constitute but one and the same instrument. Delivery of an executed signature page to this Agreement by facsimile or other electronic transmission shall be as effective as delivery of a manually signed counterpart of this Agreement.

SECTION 8. Concerning the Collateral Agent

Wilmington Trust, National Association is entering into this Agreement solely in its capacity as Collateral Agent pursuant to the Pari Passu Intercreditor Agreement and shall be entitled to all of the rights, privileges and immunities provided to the Collateral Agent thereunder in acting as Collateral Agent pursuant hereto.

[Remainder of page intentionally left blank]

IN WITNESS WHEREOF, each Grantor has caused this Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

J. C. PENNEY COMPANY, INC.

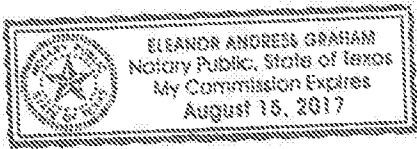
By: *[Signature]*
Name: Edward Record
Title: Executive Vice President and Chief Financial Officer

STATE OF TEXAS)
) ss.
COUNTY OF COLLIN)

On this 20 day of June, 2016, before me personally appeared Edward Record, proved to me on the basis of satisfactory evidence to be the person who executed the foregoing instrument on behalf of J. C. Penney Company, Inc., who being by me duly sworn did depose and say that he/she is an authorized officer of said corporation, that the said instrument was signed on behalf of said corporation as authorized by its Board of Directors and that he/she acknowledged said instrument to be the free act and deed of said corporation.

Eleanor Andress Graham

Notary Public



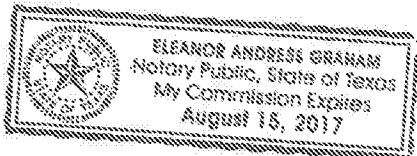
J. C. PENNEY CORPORATION, INC.

By: *[Signature]*
Name: Michael Porter
Title: Vice President, Treasurer

STATE OF TEXAS)
) ss.
COUNTY OF COLLIN)

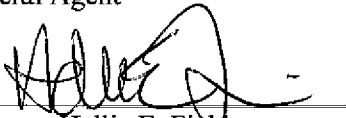
On this 20 day of June, 2016, before me personally appeared Michael Porter, proved to me on the basis of satisfactory evidence to be the person who executed the foregoing instrument on behalf of J. C. Penney Corporation, Inc., who being by me duly sworn did depose and say that he/she is an authorized officer of said corporation, that the said instrument was signed on behalf of said corporation as authorized by its Board of Directors and that he/she acknowledged said instrument to be the free act and deed of said corporation.

Eleanor Andress Graham







Accepted and Agreed:






WILMINGTON TRUST, NATIONAL ASSOCIATION,
as Collateral Agent





By: 
Name: Hallie E. Field
Title: Assistant Vice President

SCHEDULE A
to
TRADEMARK SECURITY AGREEMENT

TRADEMARK REGISTRATIONS AND APPLICATIONS

Trademark	Application No. Application Date	Registration No. Registration Date	Owner Name
BOUTIQUE+	87001334 4/14/2016 (Pending ITU)		J. C. Penney Purchasing Corporation
BOUTIQUE PLUS	86857525 12/22/2015 (Pending ITU)		J. C. Penney Purchasing Corporation
PENNEY LANE	87001291 4/14/2016 (Pending ITU)		J. C. Penney Corporation, Inc.
BELLE + SKY	86606302 4/22/2015 (Pending ITU)		J. C. Penney Purchasing Corporation
	86606602 4/22/2015 (Pending ITU)		J. C. Penney Purchasing Corporation
STYLUS	86510380 1/21/2015	4833716 10/13/2015	J. C. Penney Purchasing Corporation
SLEEP CHIC	86315616 6/20/2014	4832934 10/13/2015	J. C. Penney Purchasing Corporation
JCPENNEY HOME	86511366 1/22/2015	4807704 9/8/2015	J. C. Penney Purchasing Corporation
TOTAL GIRL	86575793 3/25/2015	4804215 9/1/2015	J. C. Penney Purchasing Corporation
	86511393 1/22/2015	4803616 9/1/2015	J. C. Penney Purchasing Corporation
XERSION	86510885 1/22/2015	4803586 9/1/15	J. C. Penney Purchasing Corporation
	86510856 1/22/2015	4803584 9/1/2015	J. C. Penney Purchasing Corporation
HOME EXPRESSIONS	86510824 1/22/2015	4803581 9/1/2015	J. C. Penney Purchasing Corporation
MIXIT	86510777 1/22/2015	4803576 9/1/2015	J. C. Penney Purchasing Corporation
	86510399 1/21/2015	4803543 9/1/2015	J. C. Penney Purchasing Corporation
FINDMORE	77925900 2/2/2010	3895342 12/21/2010	J. C. Penney Corporation, Inc.
JCP	86714515 8/4/2015	4913488 3/8/2016	J. C. Penney Corporation, Inc.

Trademark	Application No. Application Date	Registration No. Registration Date	Owner Name
JOY OF GIVING	77847707 10/13/2009	3795765 6/1/2010	J. C. Penney Corporation, Inc.
	77894678 12/16/2009	4013113 8/16/2011	J. C. Penney Purchasing Corporation
MONET	73300467 3/9/1981	1209655 9/21/1982	J. C. Penney Purchasing Corporation
	85171312 11/8/2010	4158540 6/12/2012	J. C. Penney Corporation, Inc.
THE FOUNDRY BIG & TALL SUPPLY CO.	85171274 11/8/2010	4158539 6/12/2012	J. C. Penney Corporation, Inc.
JCPenney	86714672 8/4/2015	4950072 5/3/2016	J. C. Penney Corporation, Inc.
JC PENNEY	86714595 8/4/2015	4950072 5/3/2016	J. C. Penney Corporation, Inc.
MONET	72109807 12/7/1960	0719979 8/15/1961	J. C. Penney Purchasing Corporation
STAFFORD	73631706 11/21/1986	1502274 8/30/1988	J. C. Penney Purchasing Corporation
I SAID YES	85105315 8/11/2010	4053862 11/8/2011	J. C. Penney Purchasing Corporation
	85105452 8/11/2010	4053863 11/8/2011	J. C. Penney Purchasing Corporation
UPROAR	77963573 3/19/2010	4003383 7/26/2011	J. C. Penney Purchasing Corporation
ONE KISS	77916638 1/21/2010	3986591 6/28/2011	J. C. Penney Purchasing Corporation
ARTICLE 365	77904203 1/4/2010	3901866 1/4/2011	J. C. Penney Purchasing Corporation
	77904216 1/4/2010	3901867 1/4/2011	J. C. Penney Purchasing Corporation
SHE SAID	77622498 11/26/2008	3854400 9/28/2010	J. C. Penney Purchasing Corporation
TOWNCRAFT	72210343 1/21/1965	0797853 10/19/1965	J. C. Penney Purchasing Corporation
AMBRIELLE	86575893 3/25/2015	4845282 11/3/2015	J. C. Penney Purchasing Corporation.
	77153785 4/11/2007	3868960 11/2/2010	J. C. Penney Purchasing Corporation
FLIRTITUDE	86575821 3/25/2015	4808596 9/8/2015	J. C. Penney Purchasing Corporation
A.N.A A NEW APPROACH	86575868 3/25/2015	4845279 11/3/2015	J. C. Penney Purchasing Corporation
STAFFORD	73701325 12/16/1987	1510969 11/1/1988	J. C. Penney Purchasing Corporation

Trademark	Application No. Application Date	Registration No. Registration Date	Owner Name
ST. JOHN'S BAY	73636097 12/18/1986	1455438 9/1/1987	J. C. Penney Purchasing Corporation
THE JCPENNEY TOWEL	73600741 5/27/1986	1421983 12/23/1986	J. C. Penney Purchasing Corporation
STJOHN'SBAY	73706932 1/22/1988	1503930 9/13/1988	J. C. Penney Purchasing Corporation
CITY STREETS	73462812 1/27/1984	1319486 2/12/1985	J. C. Penney Purchasing Corporation
OKIE-DOKIE	73541031 6/3/1985	1402245 7/22/1986	J. C. Penney Purchasing Corporation
TOWNCRAFT	71247084 4/7/1927	0231906 8/30/1927	J. C. Penney Purchasing Corporation
THE ORIGINAL ARIZONA JEAN COMPANY	74681437 5/30/1995	1978252 6/4/1996	J. C. Penney Purchasing Corporation
PRO-TEC-SUN	77861171 10/30/2009	3998879 7/19/2011	J. C. Penney Purchasing Corporation
LISETTE	75323165 7/11/1997	2197706 10/20/1998	J. C. Penney Purchasing Corporation
BRIGHT FUTURE	75320236 7/7/1997	2195308 13-Oct-1998	J. C. Penney Purchasing Corporation
WORTHINGTON	73646168 2/24/1987	1486179 4/26/1988	J. C. Penney Purchasing Corporation
UNDERScore	73632087 11/24/1986	1449840 7/28/1987	J. C. Penney Purchasing Corporation
OKIE-DOKIE	75327048 7/18/1997	2195381 10/13/1998	J. C. Penney Purchasing Corporation
GREAT CONNECTIONS	73449355 10/24/1983	1298926 10/2/1984	J. C. Penney Purchasing Corporation
BIG MAC	72243012 4/8/1966	0824962 2/28/1967	J. C. Penney Purchasing Corporation
	77768259 6/25/2009	3786962 5/11/2010	J. C. Penney Purchasing Corporation
	77767901 6/25/2009	3783673 5/4/2010	J. C. Penney Purchasing Corporation
	77768833 6/26/2009	3786966 5/11/2010	J. C. Penney Purchasing Corporation
	77506527 6/24/2008	3758460 3/9/2010	J. C. Penney Purchasing Corporation
LIZ CLAIBORNE NEW YORK	77981858 8/19/2008	3999161 7/19/2011	J. C. Penney Purchasing Corporation
CLAIBORNE	73600946 5/27/1986	1480350 3/15/1988	J. C. Penney Purchasing Corporation
CLAIBORNE	73771324 12/23/1988	1554507 9/5/1989	J. C. Penney Purchasing Corporation
CLAIBORNE	74062991 5/29/1990	1653728 8/13/1991	J. C. Penney Purchasing Corporation

Trademark	Application No. Application Date	Registration No. Registration Date	Owner Name
CLAIBORNE Bottle Design	73837071 11/1/1989	1611814 9/4/1990	J. C. Penney Purchasing Corporation
CLAIBORNE SPORT	75234374 1/31/1997	2191453 9/22/1998	J. C. Penney Purchasing Corporation
Cosmetic Triangle Logo (Red, Blue and Yellow)	73607982 7/7/1986	1450271 8/4/1987	J. C. Penney Purchasing Corporation
ELISABETH	75035736 12/22/1995	2128086 1/13/1998	J. C. Penney Purchasing Corporation
LC Square Logo	77910237 1/12/2010	4080583 1/3/2012	J. C. Penney Purchasing Corporation
LC Square Logo	77910210 1/12/2010	4080582 1/3/2012	J. C. Penney Purchasing Corporation
LC Square Logo	77910193 1/12/2010	4080581 1/3/2012	J. C. Penney Purchasing Corporation
LIZ CLAIBORNE	73574821 12/23/1985	1422446 12/30/1986	J. C. Penney Purchasing Corporation
LIZ CLAIBORNE	73241762 12/6/1979	1167434 9/1/1981	J. C. Penney Purchasing Corporation
LIZ CLAIBORNE	75298341 5/27/1997	2202253 11/3/1998	J. C. Penney Purchasing Corporation
LIZ CLAIBORNE	73741678 7/22/1988	1529086 3/7/1989	J. C. Penney Purchasing Corporation
LIZ CLAIBORNE	74471255 12/20/1993	2010455 10/22/1996	J. C. Penney Purchasing Corporation
LIZ CLAIBORNE	75975430 11/15/1993	2131395 1/20/1998	J. C. Penney Purchasing Corporation
LIZ CLAIBORNE	73588531 3/17/1986	1442825 6/16/1987	J. C. Penney Purchasing Corporation
LIZGOLF	75256491 5/13/1997	2132747 1/27/1998	J. C. Penney Purchasing Corporation
LIZWEAR	78419600 5/17/2004	3059604 2/14/2006	J. C. Penney Purchasing Corporation
Triangular Bottle Design	73707097 1/22/1988	1507695 10/11/1988	J. C. Penney Purchasing Corporation
GET YOUR PENNEY'S WORTH	86804119 10/29/2015 (Pending ITU)		J. C. Penney Corporation, Inc.
DISCOVER THE REAL SECRET	85104972 8/11/2010	4037300 10/11/2011	J. C. Penney Corporation, Inc.
NEW LOOK. NEW DAY. WHO KNEW.	77942685 2/23/2010	3895410 12/21/2010	J. C. Penney Corporation, Inc.
TOWNCRAFT	73573635 12/16/1985	1404163 8/5/1986	J. C. Penney Purchasing Corporation
LIZ CLAIBORNE	73461219 1/16/1984	1317038 1/29/1985	J. C. Penney Purchasing Corporation
LIZ CLAIBORNE	85341825 6/9/2011	4063464 11/29/2011	J. C. Penney Purchasing Corporation
LIZWEAR	73505162 10/22/1984	1346383 7/2/1985	J. C. Penney Purchasing Corporation
LIZ SPORT	73530271 4/2/1985	1371423 11/19/1985	J. C. Penney Purchasing Corporation
Triangular Bottle Design	73707096	1533845	J. C. Penney Purchasing Corporation

Trademark	Application No. Application Date	Registration No. Registration Date	Owner Name
	1/22/1988	4/11/1989	Corporation