

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM664828

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Macy's, Inc.		07/29/2021	Corporation: DELAWARE
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: 22			
Property Type	Number	Word Mark	
Registration Number:	2247805	59TH & LEX	
Registration Number:	0972588	A & S	
Registration Number:	3310578	CLOWN U	
Registration Number:	2652585	COOKRIGHT	
Registration Number:	2559620	ECODOWN HYPO-ALLERGENIC	
Registration Number:	1856060	LIKE NO OTHER STORE IN THE WORLD	
Registration Number:	1273988	MARSHALL FIELD'S	
Registration Number:	1861970	PARTNERS IN TIME	
Registration Number:	3596783	PERFECTPROTECTOR	
Registration Number:	2285077	SANTALAND	
Registration Number:	3822599	SIP AND SCAN	
Registration Number:	3308279	STAR REWARDS	
Registration Number:	5252754	STYLE YOUR RING	
Registration Number:	3129917	THE NEW VIEW	
Registration Number:	2902466	WAY TO SHOP	
Registration Number:	4724217	WEEK OF WONDERFUL	
Registration Number:	5307385	#GOYOU	
Registration Number:	4202592	BELIEVE	
Registration Number:	4645037	BELIEVE	

OP \$565.00 2247805

Property Type	Number	Word Mark
Registration Number:	4758526	BELIEVE-O-MAGIC
Registration Number:	5330175	WISH WRITER
Registration Number:	4899088	YES VIRGINIA

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:	33765/1356
NAME OF SUBMITTER:	Chester Rothstein
SIGNATURE:	/Chester Rothstein/
DATE SIGNED:	08/03/2021

Total Attachments: 2

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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, Inc., a corporation organized and existing under the laws of the State of Delaware, having a principal place of business at 7 West Seventh Street, Cincinnati, Ohio 45202 ("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, 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

MARK	INTERNATIONAL CLASS	REGISTRATION NO.
59TH & LEX	42 Int.	2,247,805
A & S	42 Int.	972,588
CLOWN U	41 Int.	3,310,578
COOKRIGHT	21 Int.	2,652,585
ECODOWN AND LOGO	24 Int.	2,559,620
LIKE NO OTHER STORE IN THE WORLD	42 Int.	1,856,060
MARSHALL FIELD'S	42 Int.	1,273,988
PARTNERS IN TIME	35 Int.	1,861,970
PERFECTPROTECTOR	24 Int.	3,596,783
SANTALAND	41 Int.	2,285,077
SIP AND SCAN	35 Int.	3,822,599
STAR REWARDS	36 Int.	3,308,279
STYLE YOUR RING	42 Int.	5,252,754
THE NEW VIEW	35 Int.	3,129,917
WAY TO SHOP	35 Int.	2,902,466
WEEK OF WONDERFUL	35 Int.	4,724,217
#GOYOU	35 Int.	5,307,385
BELIEVE	35 Int.	4,202,592
BELIEVE	28 Int.	4,645,037
BELIEVE-O-MAGIC	09 Int.	4,758,526
WISH WRITER	09 Int., 41 Int., 42 Int.	5,330,175
YES VIRGINIA	28 Int.	4,899,088