

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM377741

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
BLUEMERCURY, INC.		03/11/2016	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Macy's West Stores, Inc		
Street Address:	7 West Seventh Street		
City:	Cincinnati		
State/Country:	OHIO		
Postal Code:	45202		
Entity Type:	Corporation: OHIO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2435839	BLUEMERCURY	
Registration Number:	3061805	BLUEMERCURY	
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:	Max Vern		
Address Line 1:	90 Park Avenue		
Address Line 2:	Amster, Rothstein & Ebenstein LLP		
Address Line 4:	New York, NEW YORK 10016		
ATTORNEY DOCKET NUMBER:	33754/1910		
NAME OF SUBMITTER:	Max Vern		
SIGNATURE:	/Max Vern/		
DATE SIGNED:	03/23/2016		
Total Attachments: 2			
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TRADEMARK ASSIGNMENT

WHEREAS, Bluemercury, Inc., a corporation organized and existing under the laws of the State of Delaware, having a principal place of business at 1010 Wisconsin Avenue Suite 535 Washington D.C. 20007, USA ("Assignor"), is the owner of all right, title and interest to trademarks and U.S. Trademark Registrations therefor listed in the Attached "Annex A" (together "the Trademarks"), and is the owner of all goodwill associated with the Trademarks; and

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 7 West Seventh Street, Cincinnati, OH 45202, USA ("Assignee"), is desirous of acquiring the said Trademarks, the U.S. Trademark Registrations therefor, and all goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Trademarks, together with all goodwill symbolized by the Trademarks and the U.S. Registrations therefor listed in the Attached "Annex A".

IN WITNESS WHEREOF, Assignor has caused this Assignment to be signed in its corporate name by its duly authorized officer this 11 day of March, 2016.

Bluemercury, Inc.

By: 

Name: Barry Beck

Title: Chief Operating Officer

Annex A

Mark	Registration No.
BLUEMERCURY	2,435,839
BLUEMERCURY	3,061,805