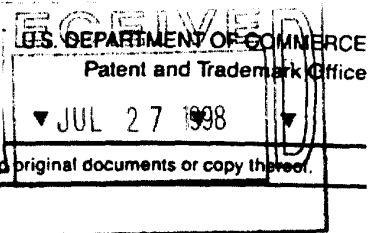


07-30-1998



Tab settings ▼

To the Honorable Commissioner of 100780492 original documents or copy thereof.

MEP 7-23-98

1. Name of conveying party(ies):

White Consolidated Industries, Inc.

- Individual(s)
- General Partnership
- Corporation-State Delaware
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached?
 Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: 5/26/98

2. Name and address of receiving party(ies):

Name: Sears, Roebuck and Co.

Internal Address: _____

Street Address: 3333 Beverly Road

City: Hoffman State: IL ZIP: 60179

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State New York
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from Assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark registration No.(s)

1,437,734

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Nicole Sandelin

Internal Address: Sears, Roebuck & Co.

Law Department

B6 - 370A

Street Address: 3333 Beverly Road

Hoffman Estates State: IL ZIP: 60179

City: _____

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number: _____
(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

07/28/1998 BCDATES 00000113 1437734

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40.00 DP

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Kristen D. Poggensee

Name of Person Signing

Kristen D. Poggensee 7/23/98

Signature

Date

Total number of pages comprising cover sheet: 1

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

Commissioner of Patents and Trademarks
Box Assignments
Washington, D.C. 20231

Public burden reporting for this sample cover sheet is estimated to average 30 minutes per document to be recorded, including time for reviewing the document and gathering the data needed, and completing and reviewing the sample cover sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Office of Information Systems, PK2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project (0651-0011).

REEL: 1760 FRAME: 0779

ASSIGNMENT

WHEREAS, White Consolidated Industries, Inc., a Delaware corporation, located in Cleveland, Ohio, ("Assignor") has adopted and used in its business, in connection with the marketing, distribution and sale of household appliances, namely laundry washers, laundry dryers, and dishwashers, food waste disposers, and trash compactors in International Class 7 and refrigerators, freezers, refrigerator-freezer combinations, ranges, ovens, stoves, cooktops, room air conditioners, gas and electric cooking ranges in International Class 11, the trademark "ELITE" (the "Trademark") which mark is now registered in the United States Patent and Trademark Office as follows:


<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
ELITE	1,437,734	April 28, 1987

WHEREAS, Sears, Roebuck and Co., a New York corporation, with principal offices located in Hoffman Estates, Illinois, ("Assignee") is desirous of acquiring from Assignor any and all rights in said Trademark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and any affiliated or related companies, hereby assigns and transfers to Assignee nunc pro tunc, its entire right, title, and interest in, to and under the Trademark and the registration therefor, together with the goodwill of the business connected with the use of and symbolized by the Trademark and the right to sue and recover for infringements of the Trademark.

ASSIGNOR further agrees that it will not object to or interfere with any use of the Trademark by Assignee.

WHITE CONSOLIDATED INDUSTRIES, INC.

By: 

Name: Daniel R. Elliott

Title: Senior Vice President

Date: May 26, 1998

TRADEMARK
REEL: 1760 FRAME: 0780

STATE OF Ohio

COUNTY OF Cuyahoga

The foregoing instrument was acknowledged before me this 26 day of May, 1998,

by Daniel R. Elliott, as Senior Vice President of White Consolidated Industries, Inc., a Delaware Corporation on behalf of the corporation.

By: Stanley R. Miller
Notary Public
My Commission Expires _____

STANLEY R. MILLER
Attorney
NOTARY PUBLIC - STATE OF OHIO
My commission has no expiration date.
Section 147.03 R.C.