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Conveyance Type

☒ Assignment

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☐ Merger

☐ Change of Name

☐ Other

Effective Date

Month Day Year

01 - 30-1999

Conveying Party

☐ Mark if additional names of conveying parties attached

Name SEARS, ROEBUCK AND CO.

Execution Date
Month Day Year

Formerly

☐ Individual ☐ General Partnership ☐ Limited Partnership ☒ Corporation ☐ Association

☐ Other

☒ Citizenship/State of Incorporation/Organization New York

Receiving Party

☐ Mark if additional names of receiving parties attached

Name HL HOLDING CORPORATION

DBA/AKA/TA

Composed of

Address (line 1) 3333 Beverly Road

Address (line 2)

Address (line 3) Hoffman Estates

City

Illinois

State/Country

60179

Zip Code

☐ Individual ☐ General Partnership ☐ Limited Partnership

☒ Corporation ☐ Association

☐ Other

☒ Citizenship/State of Incorporation/Organization Delaware

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02/17/1999 SBURNS 00000014 040475 75430921

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Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number

215-994-2183

Name

Glenn A. Gundersen

Address (line 1)

DECHERT PRICE & RHOADS

Address (line 2)

4000 Bell Atlantic Tower

Address (line 3)

1717 Arch Street

Address (line 4)

Philadelphia, PA 19103-2793

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4

Trademark Application Number(s) or Registration Number(s)

☐

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

75/430,921

75/437,052

Number of Properties

Enter the total number of properties involved.

#

2

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

65.00

Method of Payment:

Enclosed ☐

Deposit Account ☒

Deposit Account

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Deposit Account Number:

#

04-0475

Authorization to charge additional fees:

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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. Charges to deposit account are authorized, as indicated herein.

Andrea G. Hilborn

Name of Person Signing

Signature

February 4, 1999

Date Signed

ASSIGNMENT OF TRADEMARKS

STATE OF NEW YORK :
 : ss.
COUNTY OF NEW YORK :

WHEREAS SEARS, ROEBUCK AND CO. ("Assignor"), a New York corporation with offices at 3333 Beverly Road, Hoffman Estates, Illinois 60179, U.S.A., has adopted and intended to use the United States trademarks shown in Schedule A (the "Trademarks") hereto in its retail furniture business, and is the owner of the applications to register the Trademarks indicating that intention but has not yet filed any allegations of use under Section 1(c) or 1(d) of the Trademark Act (15 U.S.C. 1051(c),(d)) with respect to the Trademarks;

AND WHEREAS HL HOLDING CORPORATION ("Assignee"), a Delaware corporation with offices at 3333 Beverly Road, Hoffman Estates, IL 60179, has on this date acquired from Assignor certain assets and property used in Assignor's retail furniture business and is desirous of acquiring the Trademarks, together with the applications for registration of the Trademarks shown in Schedule A hereto (the "Applications"), any other registrations and applications for registration of the Trademarks, and the goodwill of the business symbolized by the Trademarks.

AND WHEREAS Assignee is succeeding to the portion of the Assignor's business which is ongoing and existing to which the Trademarks pertain, as required by Section 10 of the Trademark Act (15 U.S.C. 1060);

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the Applications, any other registrations and applications for registration of the Trademarks and the goodwill of the business symbolized by the Trademarks.

Dated: January 30, 1999

SEARS, ROEBUCK AND CO.

By: [Signature]
Name: Susan Field
Title: Sr. Vice President

Subscribed and sworn to
before me on 1/30,
1999.

[Signature]

Notary Public

MIMOSE S. JONES
NOTARY PUBLIC, State of New York
No. 01JO4938258
Qualified in Nassau County
Commission Expires July 18, 2000

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TRADEMARK
REEL: 1855 FRAME: 0674

SCHEDULE A

Intent-to-use Applications:

<u>Mark</u>	<u>Serial No.</u>	<u>Filing Date</u>
AMERICAN LIFE FOLIO	75/430,921	February 9, 1998
YOUR HOUSE	75/437,052	February 19, 1998

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RECORDED: 02/04/1999

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