

02-24-1999

U.S. Department of Commerce
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Conveyance Type

☒ Assignment

☐ License

☐ Security Agreement

☐ Nunc Pro Tunc Assignment

☐ Merger

Effective Date
Month Day Year
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☐ Change of Name

☐ Other

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Execution Date
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Name

Formerly

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

☐ Other

☒ Citizenship/State of Incorporation/Organization

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☒ Corporation ☐ Association

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If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached.
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02/23/1999 JSHABAZZ 00000150 040475 75430921

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01 FO:481 40.00 CH
02 FO:482 25.00 CH

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TRADEMARK
REEL: 1859 FRAME: 0274

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Address (line 2)

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Pages Enter the total number of pages of the attached conveyance document including any attachments.

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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)

<input type="text" value="75/430,921"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="75/437,052"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>	<input type="text"/>

Number of Properties

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#

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed ☐

Deposit Account ☒

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

☒

No

☐

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

Andrea G. Hilborn

Signature

February 9, 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;

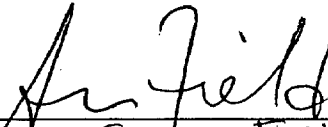
AND WHEREAS HL HOLDING CORPORATION ("Assignee"), a Delaware corporation with offices at 3333 Beverly Road, Hoffman Estates, IL 60179, has on this date acquired from Assignor certain assets and property used in Assignor's retail furniture business and is desirous of acquiring the Trademarks, together 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);

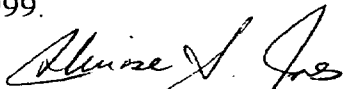
NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the Applications, any other registrations and applications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

Dated: January 30, 1999

SEARS, ROEBUCK AND CO.

By: 
Name: Susan Field
Title: Sr. Vice President

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



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: 1859 FRAME: 0276

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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