

12-14-2000



101549890



MW
11-30-00
RECORDED

11-20-2000

U.S. Patent & TMO/TM Mail Rep't Dt. #57

To the Honorable Commissioner of Patents and Trademarks.
Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
Lands' End, Inc.

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

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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

2. Name and address of receiving party(ies):
Name: Lands' End Direct Merchants, Inc.
Internal Address:
Street Address: 820 W. 78th Street
City: Richfield State: MN ZIP: 55423

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

If assignee is not domiciled in the United States
a domestic representative designation is attached:
 Yes No
(Designation must be a separate document from
Assignment)

Execution Date: September 26, 1998 Yes No

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,263,612
1,297,554
1,754,534
1,766,752
1,733,887

Additional numbers attached? Yes No

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

Name: Michael A. Bondi
Internal Address: 4800 IDS Center
80 South Eighth Street
Minneapolis, Minnesota 55402-2100
Street Address: 4800 IDS Center
80 South Eighth Street
City: Minneapolis State: MN 55402-2100

6. Total number of applications and registrations
involved: 5

7. Total fee (37 CFR 3.41): \$ 140.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit Account Number: 16-0631
(Attached duplicate copy of this page if
paying by deposit account)

DO NOT USE THIS SPACE

RECEIVED
NOV 20 2000
10:00 AM

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.

Name of Person Signing:

Michael A. Bondi
Michael A. Bondi

11/16/00

Date

Total number of pages comprising cover sheet: 02

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

Do not detach this portion

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

**Assistant Commissioner for Trademarks
2900 Crystal Drive
Arlington, Virginia 22202-3513**

Public burden reporting for this sample cover sheet is estimated to average about 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, PK 2-1000C, Washington, D.C. 20231, and to the Office of Management and Budget, Paperwork Reduction Project, (0651-0011), Washington, D.C. 20503

**TRADEMARK
REEL: 2194 FRAME: 0423**

TRADEMARK ASSIGNMENT

WHEREAS, LANDS' END, INC., hereinafter referred to as "ASSIGNOR", a corporation organized and existing under the laws of the State of Delaware, United States of America, located at 1 Lands' End Lane, Dodgeville, Wisconsin 53595, is the owner of the trademarks and registrations thereof, listed in Schedule A attached hereto; and

WHEREAS, LANDS' END DIRECT MERCHANTS, INC., hereinafter referred to as "ASSIGNEE", a corporation organized and existing under the laws of the State of Delaware, United States of America, having an office at 937 Manomin, West St. Paul, Minnesota 55118, is desirous of acquiring the entire right, title and interest in, to and under the trademarks and registrations thereof, listed in Schedule A hereto, and the goodwill of the business appertaining to the said trademarks.

Handwritten initials: J

NOW, THEREFORE, be it known that for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR has sold, assigned and transferred and by these presents does sell, assign, and transfer to ASSIGNEE, its successors and assigns forever, the entire right, title and interest in, to and under the trademarks and registrations thereof and applications therefor listed on Schedule A hereto; and all agreements relating thereto, effective from September 23, 1998, and all actions or rights of action, both at law and in equity relating to the said trademarks, the same to held and enjoyed by ASSIGNEE, its successors and assigns forever as fully and entirely as the same could have been held and enjoyed by the ASSIGNOR if this assignment had not been made. ASSIGNEE hereby accepts this sale, assignment and transfer of said trademarks.

LANDS' END, INC.

Assignor

By:

Title:

Pamela Wickens Laake
General Counsel, Asst. Secretary

LANDS' END DIRECT MERCHANTS, INC.

Assignee

By:

Title:

Larry Jones
President

Schedule A

Trademark Assignment Schedule

<u>Mark</u>	<u>Reg. No.</u>	<u>Goods/Services</u>
Lands' End	1,263,612	Cl. 18 Bags-namely duffel bags and liners, garment bags for travel, toilet kits, carry-ons and totes
Lands' End	1,263,612	Cl. 25 Clothing
Lands' End	1,263,612	Cl. 42 Retail and mail order services
Lands' End Direct Merchants & Design	1,297,554	Cl. 18 Bags-namely duffel bags and liners, garment bags for travel, toilet kits, carry-ons and totes
Lands' End Direct Merchants & Design	1,297,554	Cl. 25 Clothing
Lands' End Direct Merchants & Design	1,297,554	Cl. 42 Retail and mail order services
Coming Home	1,754,534	Cl. 24 Home textiles, namely bedding sheets, bedspreads, blankets, throw blankets, comforters, towels, wash clothes, mattress pads, pillow shams, dust ruffles, window curtains, draperies, valences, bed skirts, quilts, kitchen towels, table linens, cotton, ratton or polycotton blend placemats and napkins and fabrics sold by the yard for the making of curtains, pillows table linens, shower curtains and comforter covers, quilts

Coming Home and design	1,766,752	Cl. 24 Home textiles, namely bedding sheets, bedspreads, blankets, throw blankets, comforters, towels, wash clothes, mattress pads, pillow shams, dust ruffles, window curtains, draperies, valences, bed skirts, quilts, kitchen towels, table linens, cotton, ratton or polycotton blend placemats and napkins and fabrics sold by the yard for the making of curtains, pillows, table linens, shower curtains and comforter covers, quilts
Coming Home with Lands' End & design	1,773,295	Cl. 3 Bath skin soaps, potpourri scents for home use, and travel accessories; namely soap, shampoo conditioner, powder and skin care lotion
Coming Home with Lands' End & design	1,773,295	Cl. 4 Candles
Coming Home with Lands' End & design	1,773,295	Cl. 8 Knives for cooking and kitchen use, stainless knives, forks spoons
Coming Home with Lands' End & design	1,773,295	Cl. 9 Kitchen gadgets; namely thermometers and scales
Coming Home with Lands' End & design	1,773,295	Cl. 16 Personalized stationery, paperweights
Coming Home with Lands' End & design	1,773,295	Cl. 18 Cosmetic bags, sold empty and dopp kits
Coming Home with Lands' End & design	1,773,295	Cl. 20 Closet hangers and organizers, pillows, throw pillows, picture frames, non metallic baskets glass Christmas ornaments, and outdoor furniture; namely patio and ready-to-assemble casual furniture

Coming Home with Lands' End
& design

1,773,295

Cl. 21 Vinyl coated fabric place mats and napkins, bathroom accessories; namely, soap dispensers and dishes, towel holders and racks, tissue dispensers, wastepaper baskets toothbrush holders and drinking glasses, decorative home accessories namely, serving platters and candlesticks not of precious metal, vases, serving bowls, decorative glass in the form of potpourri bowls and figurines, beverageware, casual dinnerware, namely, dinner plates, salad plates, bowls, cups, saucers, serving bowls, platters, sugar and creamer, cooking pots and pans, cooking utensils, namely baking sheets, cake pans, skillets, double boilers, vegetable peelers, decorative boxes

Coming Home with Lands' End
& design

1,773,295

Cl. 24 Home textiles, namely bedding sheets, bedspreads, blankets, throw blankets, comforters, towels, wash clothes, mattress pads, pillow shams, dust ruffles, window curtains, draperies, valences, bed skirts, quilts, kitchen towels, table linens, cotton, ratton or polycotton blend placemats and napkins and fabrics sold by the yard for the making of curtains, pillows, table linens, shower curtains and comforter covers, quilts

Coming Home with Lands' End
& design

1,773,295

Cl. 25 Aprons

Coming Home with Lands' End
& design

1,773,295

Cl. 27 Wallpaper, wallpaper borders and rugs

Coming Home with Lands' End
& design 1,773,295

Cl. 28 Seasonal accessories, namely
Christmas stockings, Christmas tree
ornaments and hand-crafted gift
items, namely stockings, wooden
toys, tree skirts, dolls

Coming Home with Lands' End 1,733,887

Cl. 20 Closet hangers and
organizers, pillows, throw pillows,
picture frames, non metallic baskets
glass Christmas ornaments, and
outdoor furniture; namely patio and
ready-to-assemble casual furniture

Coming Home with Lands' End 1,733,887

Cl. 21 Vinyl coated fabric place
mats and napkins, bathroom
accessories; namely, soap dispensers
and dishes, towel holders and racks,
tissue dispensers, wastepaper
baskets toothbrush holders and
drinking glasses, decorative home
accessories namely, serving platters
and candlesticks not of precious
metal, vases, serving bowls,
decorative glass in the form of
potpourri bowls and figurines,
beverageware, casual dinnerware,
namely, dinner plates,
salad plates, bowls, cups, saucers,
serving bowls, platters, sugar and
creamer, cooking pots and pans,
cooking utensils, namely baking
sheets, cake pans, skillets, double
boilers, vegetable peelers, decorative
boxes

Coming Home with Lands' End 1,733,887

Cl. 24 Home textiles, namely bedding sheets, bedspreads, blankets, throw blankets, comforters, towels, wash clothes, mattress pads, pillow shams, dust ruffles, window curtains, draperies, valences, bed skirts, quilts, kitchen towels, table linens, cotton, ratton or polycotton blend placemats and napkins and fabrics sold by the yard for the making of curtains, pillows, table linens, shower curtains and comforter covers, quilts

Coming Home with Lands' End 1,733,887

Cl. 25 Aprons

Coming Home with Lands' End 1,733,887

Cl. 27 Wallpaper, wallpaper borders and rugs