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04-05-2001



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3/26/01

March 23, 2001

ASSIGNMENT DIVISION
Commissioner of Patents and Trademarks
1213 Jeff Davis Highway
Suite 300
Arlington, VA 22202

RE: **Recordation of Service Mark - A&E SIGNATURE SERVICE**
Registration Nos.: 2184841 and 2184842

Dear Sir:

Please record the attached original document for the above-referenced service mark registrations.
The cover sheet information for recordation is listed below:

Submission Type: New
Conveyance Type: Assignment
Conveying Party: Montgomery Ward, LLC
Delaware Limited Liability Company
(an Illinois corporation)
Montgomery Ward Plaza, 535 West Chicago Ave., 24-N
Chicago, Illinois, 60671
Execution Date: March 14, 2001
Receiving Party: Sears, Roebuck and Co.
(a New York corporation)
3333 Beverly Road, Hoffman Estates, Illinois, 60179
Service Mark: **A&E SIGNATURE SERVICE**
Registration Nos.: 2184841 and 2184842

RECEIVED
2001 MAR 26 PM 4 02
ASSIGNMENT SERVICES
DIVISION

Please address correspondence to:

3/23/01
Andrea G. Hilborn, Esq.
Sears, Roebuck and Co., B6-377B
3333 Beverly Road
Hoffman Estates, IL 60179
Telephone: (847) 286-9041
Facsimile: (847) 286-3379
Email: ahilbor@sears.com

In addition, enclosed is a check in the amount of \$65.00 for payment of the filing fee and a self-addressed postcard for acknowledgement.

Respectfully submitted,

SEARS, ROEBUCK AND CO.

Lynn M. Eichelberger
Lynn M. Eichelberger

Enclosures

CERTIFICATE OF MAILING

CERTIFICATE OF EXPRESS MAIL UNDER 37 C.F.R. §1.10

"Express Mail" mailing label number: **EL038860154US**

Date of Deposit: March 23, 2001

I certify that the cover sheet, attached Trademark Assignment and fee are being deposited with the United States Postal Service "Express Mail Post Office to Addressee" service under 37 C.F.R. §1.10 on the date indicated above and addressed to: ASSIGNMENT DIVISION, Commissioner of Patents and Trademarks, 1213 Jeff Davis Highway, Suite 300, Arlington, VA 22202.

Lynn Eichelberger

04/04/2001 TDIAZ1 00000031 2184841

01 FC:481 40.00 OP
02 FC:482 25.00 OP

TRADEMARK
REEL: 002264 FRAME: 0154

ASSIGNMENT OF SERVICE MARKS

STATE OF ILLINOIS :
 : ss.
COUNTY OF COOK :

WHEREAS Montgomery Ward, LLC ("Assignor"), a Delaware limited liability company with offices at Montgomery Ward Plaza, 535 W. Chicago Avenue, 24-N, Chicago, Illinois, 60671, has adopted, used and is using the service marks shown in Schedule A hereto in its repair business;

AND WHEREAS Sears, Roebuck and Co. ("Assignee"), a New York corporation with offices at 3333 Beverly Road, Hoffman Estates, Illinois, 60179, is desirous of acquiring the service marks shown in Schedule A (collectively, the "Service Marks"), the registrations and applications for registration of the Service Marks, and the goodwill associated with the Service Marks.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, and intending to be legally bound, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Service Marks, together with the registrations and applications for registration of the Service Marks shown in Schedule A, any other registrations and applications for registration of the Service Marks, in and to all income, royalties, damages and payments now or hereafter due or payable with respect thereto and in and to all rights of action arising from the Service Marks, all claims for damages by reason of past, present and future infringement of the Service Marks and the right to sue and collect damages for such infringement, to be held and enjoyed by Assignee for its own use and benefit and for its successors and assigns as the same would have been held by Assignor had this assignment not been made, and the goodwill of the business symbolized by the Service Marks.

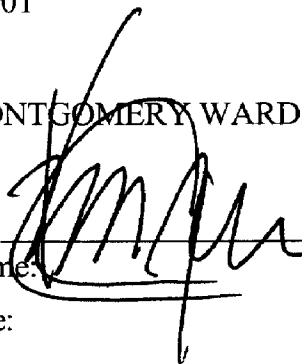
Dated: March 14, 2001

MONTGOMERY WARD, LLC

By:

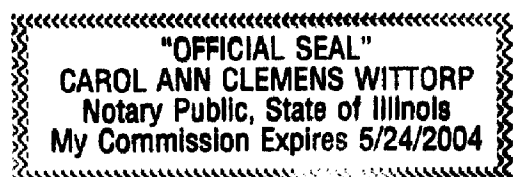
Name:

Title:


KARL TAYLOR
SUP-CIO

Subscribed and sworn to before me on March 14, 2001.

Carol Ann Clemens-Wittorp
Notary Public



SCHEDULE A

Service Marks	Registration No.	Registration Date	Class	Goods
A&E SIGNATURE SERVICE	2184841	August 25, 1998	37	Repair services for appliances and electronics
A&E SIGNATURE SERVICE	2184842	August 25, 1998	37	Repair services for appliances and electronics