

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:

NEW ASSIGNMENT

NATURE OF CONVEYANCE:

ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
LANDS END DIRECT MERCHANTS, INC.		04/17/2003	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	SEARS, ROEBUCK AND CO.
Street Address:	3333 BEVERLY ROAD
City:	HOFFMAN ESTATES
State/Country:	ILLINOIS
Postal Code:	60179
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 2

Property Type	Number
Registration Number:	1754534
Registration Number:	1766752

CORRESPONDENCE DATA

Fax Number: (847)286-3379

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: (847) 286-4091

Email: TRADEMRK@SEARS.COM

Correspondent Name: ANDREA G. HILBORN

Address Line 1: 3333 BEVERLY ROAD

Address Line 2: B6-377B

Address Line 4: HOFFMAN ESTATES, ILLINOIS 60179

ATTORNEY DOCKET NUMBER:

MATTER NO. 2003-001511

900000268

TRADEMARK
REEL: 002649 FRAME: 0801

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NAME OF SUBMITTER:

LYNN EICHELBERGER

Total Attachments: 3

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ASSIGNMENT OF TRADEMARKS

STATE OF ILLINOIS :
: SS.
COUNTY OF COOK :

WHEREAS Lands' End Direct Merchants, Inc. ("Assignor"), a Delaware corporation with offices at HQ Global Workplaces, 7701 France Avenue South, Suite 200, Edina, MN 55435, has adopted and used the trademarks shown in Schedule A hereto in its retail business;

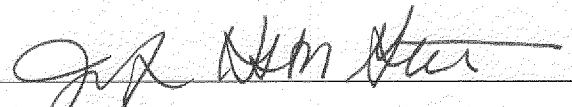
AND WHEREAS Sears, Roebuck and Co. ("Assignee"), a New York corporation with offices at 3333 Beverly Road, Hoffman Estates, Illinois, 60179, is desirous of acquiring the trademarks shown in Schedule 1 (collectively, the "Trademarks") and the registrations of the Trademarks, and the goodwill associated with the Trademarks.

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 Trademarks, together with the registrations of Trademarks shown in Schedule A, any other registrations and applications for registration of the Trademarks, 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 Trademarks, all claims for damages by reason of past, present and future infringement of the Trademarks 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 Trademarks. Assignee hereby acknowledges and accepts this assignment and the assignment of the Trademark License Agreement ("Agreement") between Lands' End Direct Merchants, Inc. and Lands' End, Inc., and agrees to be bound by the terms of said Agreement, attached hereto as Exhibit A. All terms of said Agreement shall remain as described in Exhibit A, except that this shall be a royalty free license pertaining only to the marks in Schedule 1. The term of which shall expire December 31, 2003.

Dated: 4.17., 2003.

LANDS' END DIRECT MERCHANTS, INC.

By:

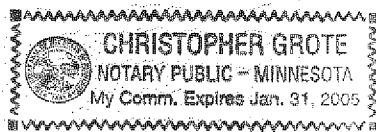

Name: JENNIFER HUSTON GROTE
Title: PRESIDENT

TRADEMARK

REEL: 002649 FRAME: 0803

Subscribed and sworn to before me on April 17, 2003.


Notary Public



Dated: April 17, 2003

SEARS, ROEBUCK and CO.

By: Steven M. Cook

Name: Steven N. Cook

Title: VP and Acting General Counsel

Subscribed and sworn to before me on May 6, 2003.

Diane M. Anderson
Notary Public



TRADEMARK

REEL: 002649 FRAME: 0804

SCHEDULE 1

Trademarks	Registration No.	Registration Date	Class	Goods
COMING HOME	1,754,534	February 23, 1993	24	Home textiles; namely, bedding sheets, bedspreads, blankets, throw blankets, comforters, towels, wash cloths, mattress pads, pillow shams, dust ruffles, window curtains, draperies, valances, bed skirts, quilts, kitchen towels, table linens, cotton, rattan, 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 & DESIGN	1,766,752	April 20, 1993	24	Home textiles; namely, bedding sheets, bedspreads, blankets, throw blankets, comforters, towels, wash cloths, mattress pads, pillow shams, dust ruffles, window curtains, draperies, valences, bed skirts, quilts, kitchen towels, table linens, cotton, rattan, or polycotton blend place mats and napkins, and fabrics sold by the yard for the making of curtains, pillows, table linens, shower curtains and comforter covers, quilts

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