

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
Sears, Roebuck and Co.		11/03/2003	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Sears Brands, LLC
Street Address:	3333 Beverly Road
Internal Address:	B6-363B
City:	Hoffman Estates
State/Country:	ILLINOIS
Postal Code:	60179
Entity Type:	Limited Liability Company: ILLINOIS

PROPERTY NUMBERS Total: 6

Property Type	Number	Word Mark
Serial Number:	76410645	A & E
Serial Number:	76410644	A&E
Serial Number:	78185174	CLEAN-N-CARRY
Serial Number:	78129312	IT JUST CLICKS!
Serial Number:	76410643	
Serial Number:	78168832	ULTRA HEATWAVE

CORRESPONDENCE DATA

Fax Number: (847)286-3379

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

Phone: (847)286-2500

Email: trademrk@sears.com

Correspondent Name: Sears Intellectual Property Mgmt. Co.

Address Line 1: 3333 Beverly Road

Address Line 4: Hoffman Estates, ILLINOIS 60179

ATTORNEY DOCKET NUMBER:

02-007722

TRADEMARK

REEL: 002741 FRAME: 0043

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NAME OF SUBMITTER:

Andrea K. Cannon

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks is made and entered into as of November 3, 2003 (the "Effective Date"), by and between SEARS, ROEBUCK AND CO., a New York corporation ("SEARS"), and SEARS BRANDS, LLC, an Illinois limited liability company ("Sears Brands") (collectively referred to as the "Parties").

WHEREAS, Sears wishes to assign all right, title and interest that it may have in and to the trademarks, service marks, trade names, assumed names, trade dress, designs, logos, corporate names and other indicia of origin, listed on the attached Schedule 1, all common law rights associated therewith, and all goodwill symbolized thereby (collectively referred to as the "Trademarks") throughout the world, excluding Canada (the "Territory"); and

WHEREAS, Sears Brands wishes to acquire all right, title and interest in and to the Trademarks in the Territory; and

NOW, THEREFORE, in consideration of the above Recitals, which are incorporated herein by this reference, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby agree as follows:

1. Pursuant to the Intellectual Property Contribution Agreement between the Parties (the "Contribution Agreement"), Sears hereby assigns to Sears Brands all right, title and interest that Sears may have in and to the Trademarks in the Territory.

2. This Assignment of Trademarks may be executed simultaneously in two or more counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

3. This Assignment of Trademarks is subject to all the terms and conditions of the Contribution Agreement.

SEARS, ROEBUCK AND CO.,
a New York corporation

By: 

Steven M. Cook
Vice President and
Deputy General Counsel

SEARS BRANDS, LLC,
an Illinois limited liability company

By: 

Andrea K. Cannon
Secretary

TRADEMARK

REEL: 002741 FRAME: 0045

SCHEDULE

Mark	Serial No.	Int'l. Class	Goods
A & E & Design	76/410,645	37	Installation, repair and maintenance services for appliances, electronics, lawn and garden equipment, air conditioning apparatus and heating equipment.
A&E	76/410,644	37	Installation, repair and maintenance services for appliances, electronics, lawn and garden equipment, air conditioning apparatus and heating equipment.
Clean-N-Carry	78/185,174	07	Pressure washers .
It Just Clicks!	78/129,312	35	Online ordering and retail store service featuring general merchandise whereby users may purchase products over the internet for pick up at a retail store location.
Miscellaneous Design	76/410,643	37	Installation, repair and maintenance services for appliances, electronics, lawn and garden equipment, air conditioning apparatus and heating equipment.
Ultra Heatwave	78/168,832	11	Temperature control feature as a component part in microwave ovens, namely a combination of thermal energy and a variable powered microwave for cooking food.

September 22, 2003
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