

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LANDS' END, INC.		03/01/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	LANDS' END DIRECT MERCHANTS, INC.
Street Address:	7701 France Avenue South
Internal Address:	Suite 200
City:	Edina
State/Country:	MINNESOTA
Postal Code:	55435
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 42

Property Type	Number	Word Mark
Registration Number:	2598162	ANGEL FLEECE
Registration Number:	2209738	BEARNICE C. WEED
Registration Number:	2179652	BEARON VON OOPS
Registration Number:	2227170	BEYOND BUTTONDOWNS
Registration Number:	2179651	BLUE BEAR THE PIRATE
Registration Number:	2663194	BORN HEROES
Registration Number:	2119418	BULL MOOSE
Registration Number:	2368754	CLICKIDZ
Registration Number:	2077720	COBBLE CLOTH
Registration Number:	2203329	EXPLORER BEAR
Registration Number:	2381311	FIRST PERSON
Registration Number:	1431633	GUARANTEED. PERIOD.
Registration Number:	1863750	HYDE PARK
Registration Number:	2172581	LANDS' END INLET

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Registration Number:	1620559	LANDS' END NOT QUITE PERFECT STORE
Registration Number:	2013103	LITTLE TRIPPER
Registration Number:	2175759	LONG WEI DOWN
Registration Number:	2241170	LUCY BEARYMORE III
Registration Number:	2214140	ON THE COUNTER
Registration Number:	2465005	OXFORD EXPRESS
Registration Number:	2186899	PAWSPORT
Registration Number:	2616670	ROAD BUDDY
Registration Number:	1613985	ROVERALLS
Registration Number:	2450615	SHOP WITH A FRIEND
Registration Number:	2264054	SOFT AS THE HAIR OF AN ANGEL
Registration Number:	1245839	SQUARE RIGGER
Registration Number:	2441089	SUITS YOUR SHAPE
Registration Number:	1393260	SUMMIT
Registration Number:	2632730	TEENY WEENY TANKINI
Registration Number:	2235827	THE 12 THAT BUILT THE BUSINESS
Registration Number:	1952986	THE KINDEST CUT
Registration Number:	2691181	THE SHEET THAT FITS
Registration Number:	2467847	THE WORLD'S CLOTHING STORE
Registration Number:	2696642	TUGLESS PANTIES
Registration Number:	1951008	TUGLESS TANK
Registration Number:	2689738	WARDROBE WIZARD
Registration Number:	2542430	WEB SITE THAT FITS YOU
Registration Number:	1394814	WILLIS & GEIGER
Registration Number:	1492716	WILLIS & GEIGER
Registration Number:	2091472	YEAR'ROUNDER
Registration Number:	2179653	ZANZIBEAR
Registration Number:	1281007	LANDS' END DIRECT MERCHANTS

CORRESPONDENCE DATA

Fax Number: (847)286-3379

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

Phone: 847-286-3631

Email: TRADEMRK@SEARS.COM

Correspondent Name: Sears Intellectual Property Mgmt. Co.

Address Line 1: 3333 Beverly Road

Address Line 2: B6-237A

Address Line 4: Hoffman Estates, ILLINOIS 60179

ATTORNEY DOCKET NUMBER:

2004-002319

NAME OF SUBMITTER:

REBECCA LEDERHOUSE

Total Attachments: 7

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ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks is made and entered into as of March 1, 2004 (the "Effective Date"), by and between LANDS' END INC., a Delaware corporation ("LEI") and LANDS' END DIRECT MERCHANTS, INC. ("LEDM"), a Delaware corporation (collectively referred to as the "Parties").

WHEREAS, LEI 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") through out the world (the "Territory"); and

WHEREAS LEDM wishes to acquires all right, title and interest in and to the Trademarks in the Territory; and

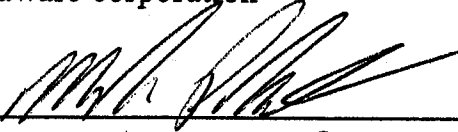
NOW, THEREFORE, in consideration of the above Recitals, which are incorporated herein by this reference, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Parties hereby agree as follows:

1. Pursuant to the Intellectual Property Contribution Agreement between the Parties of even date herewith (the "Contribution Agreement"), LEI hereby assigns to LEDM all right, title and interest that LEI 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.

LANDS' END DIRECT MERCHANTS, INC.,
a Delaware corporation

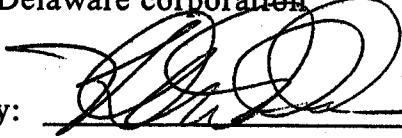
By: 

Name: Mark Pickart

Title: Vice President

LEI:

LANDS' END, INC.,
a Delaware corporation

By: 

Name: Karl A. Dahlen

Title: VP, Secretary

Schedule 1 to
Assignment of Trademarks

Mark	Country	Registration No.	Status	Renewal Date
Willis & Geiger Since 1902	Argentina	1,500,699	Registration	01/31/2004
Lands' End	Australia	622,137	Registration	02/08/2011
Lands' End	Australia	622,138	Registration	02/08/2011
Lands' End	Australia	622,139	Registration	02/08/2011
Lands' End Direct Merchants	Australia	622,140	Registration	02/08/2011
Lands' End Direct Merchants	Australia	622,141	Registration	02/08/2011
Lands' End Direct Merchants	Australia	622,142	Registration	02/08/2011
Lands' End Direct Merchants & Design	Australia	651,595	Registration	01/25/2004
Lands' End Direct Merchants & Design	Australia	651,596	Registration	01/25/2004
Lands' End Square Rigger & Design	Australia	646,010	Registration	11/15/2004
Willis & Geiger & Griffin Design	Australia	A407,617	Registration	05/01/2004
Willis & Geiger & Griffin Design	Australia	A407,616	Registration	05/01/2004
Willis & Geiger & Griffin Design	Australia	A407,615	Registration	05/01/2004
Lands' End Direct Merchants & Design	Austria	153434	Registration	07/31/2014
Willis & Geiger Since 1902 & Eagle Design	Austria	149262	Registration	09/30/2013
Lands' End	Benelux	549082	Registration	02/25/2004
Lands' End Direct Merchants	Benelux	549083	Registration	02/25/2004
Willis & Geiger & Griffin Design	Benelux	399,046	Registration	04/25/2004
Lands' End	Brazil	818726202	Registration	04/27/2008
Lands' End	Brazil	818726199	Registration	07/16/2011
Lands' End Direct Merchants & Design	Brazil	818727950	Registration	04/27/2008
Lands' End Direct Merchants & Design	Brazil	App. # 818727969	Pending	
Lands' End	Canada	315,127	Registration	06/13/2016
Lands' End Direct Merchants	Canada	316,752	Registration	07/25/2016
Willis & Geiger & Griffin Design	Canada	300,426	Registration	03/01/2015
Lands' End Direct Merchants & Design	China	1,033,197	Registration	06/20/2007
Lands' End Direct Merchants & Design	China	853,889	Registration	07/06/2006
Lands' End Direct Merchants & Design	China	875,573	Registration	09/27/2006
Drifter	Community Trademarks	371534	Registration	09/02/2006
Guaranteed. Period.	Community Trademarks	376046	Registration	09/02/2006
Interlochen	Community Trademarks	379099	Registration	09/02/2006
Squall	Community Trademarks	354,894	Registration	09/02/2006
Square Rigger	Community Trademarks	379313	Registration	09/02/2006
Weekenders	Community Trademarks	379198	Registration	09/02/2006
Winterlochen	Community Trademarks	379149	Registration	09/02/2006
Willis & Geiger Since 1902 & Eagle Design	Czech Republic	189,261	Registration	06/15/2013
Lands' End	Denmark	1,815,136	Registration	04/11/2014

Mark	Country	Registration No.	Status	Renewal Date
Lands' End Direct Merchants & Design	Denmark	07397/1994	Registration	04/11/2014
Willis & Geiger Since 1902 & Eagle Design	Denmark	06055/1994	Registration	09/09/2004
Lands' End new design logo	EU	3178671	Pending	
Lands' End	France	1211771	Registration	08/24/2012
Willis & Geiger & Griffin Design	France	1271213	Registration	05/02/2014
Women's II	France	97688983	Registration	07/25/2007
Lands' End	Germany	1047580	Registration	10/31/2012
Lands' End Direct Merchants & Design (new design)	Germany	Appln. No. ?	Pending	
Lands' End Direct Merchants & Design	Germany	2911085	Registration	02/18/2014
Willis & Geiger & Griffin Design	Germany	1100885	Registration	05/04/2004
Lands' End Direct Merchants & Design	Greece	120497	Registration	
Willis & Geiger & Griffin Design	Greece	77348	Registration	06/19/2014
Lands' End	Hong Kong	8,292	Registration	12/04/2013
Lands' End	Hong Kong	8,293	Registration	12/04/2013
Lands' End	Hong Kong	8,294	Registration	12/04/2013
Lands' End Direct Merchants	Hong Kong	8,297	Registration	12/04/2013
Lands' End Direct Merchants	Hong Kong	8,296	Registration	12/04/2013
Lands' End Direct Merchants	Hong Kong	8,295	Registration	12/04/2013
Lands' End	India		Pending	
Lands' End	India		Pending	
Lands' End Direct Merchants	Indonesia	424,150	Registration	04/15/2007
Lands' End Direct Merchants	Indonesia	424,151	Registration	04/15/2007
Lands' End Direct Merchants	Indonesia		Pending	
Lands' End Direct Merchants & Design	Ireland	176511	Registration	06/15/2011
Lands' End Direct Merchants & Design	Ireland	176510	Registration	06/15/2011
Willis & Geiger Since 1902	Ireland	160050	Registration	06/14/2010
Lands' End Direct Merchants & Design	Italy	691641	Registration	04/06/2004
Willis & Geiger & Griffin Design	Italy	695576	Registration	05/09/2004
Lands' End	Japan	2,615,029	Registration	01/31/2014
Lands' End	Japan	2,452,557	Registration	09/30/2012
Lands' End	Japan	1,744,818	Registration	02/27/2005
Lands' End	Japan		Pending	
Lands' End Direct Merchants	Japan	1,815,136	Registration	10/31/2005
Lands' End Direct Merchants	Japan	2,615,030	Registration	01/31/2014
Lands' End Direct Merchants	Japan		Pending	
Willis & Geiger & Griffin Design	Japan	2,005,017	Registration	12/18/2007
Willis & Geiger & Griffin Design	Japan	2,174,017	Registration	09/29/2009
Willis & Geiger & Griffin Design	Japan	1,943,649	Registration	03/27/2007
Willis & Geiger Since 1902 & Eagle Design	Kazakhstan	3,945	Registration	07/14/2013
Lands' End	Korea	Appln. No. 11466/2001	Pending	

Mark	Country	Registration No.	Status	Renewal Date
Lands' End Direct Merchants & Design	Korea	Appln. No. 11467/2001	Pending	
Lands' End	Korea	273,171	Registration	08/31/2013
Lands' End	Korea	270,201	Registration	07/26/2013
Lands' End Direct Merchants & Design	Korea	273,170	Registration	08/31/2013
Lands' End Direct Merchants & Design	Korea	270,202	Registration	07/26/2013
Lands' End	Mexico	517,018	Registration	04/08/2004
Lands' End	Mexico	496,468	Registration	04/08/2004
Lands' End	Mexico	496,470	Registration	04/08/2004
Lands' End Direct Merchants	Mexico	496,471	Registration	04/08/2004
Lands' End Direct Merchants	Mexico	496,469	Registration	04/08/2004
Lands' End Direct Merchants	Mexico	496,467	Registration	04/08/2004
Lands' End	New Zealand	234,096	Registration	02/09/2015
Lands' End	New Zealand	234,095	Registration	02/09/2015
Lands' End	New Zealand	234,097	Registration	02/09/2015
Lands' End Direct Merchants	New Zealand	234,099	Registration	02/09/2015
Lands' End Direct Merchants	New Zealand	234,100	Registration	02/09/2015
Lands' End Direct Merchants	New Zealand	234,098	Registration	02/09/2015
Willis & Geiger Since 1902 & Eagle Design	Norway	164120	Registration	08/11/2004
Willis & Geiger Since 1902 & Eagle Design	Paraguay	168,790	Registration	08/06/2004
Willis & Geiger Since 1902 & Eagle Design	Paraguay	168,791	Registration	08/06/2004
Lands' End	Peru	79,833	Registration	04/30/2012
Lands' End Direct Merchants & Design	Peru	79,832	Registration	04/30/2012
Willis & Geiger Since 1902 & Eagle Design	Poland	91,901	Registration	07/02/2013
Lands' End Direct Merchants & Design	Portugal	300,449	Registration	11/15/2005
Lands' End Direct Merchants & Design	Portugal	300,450	Registration	11/15/2005
Lands' End Direct Merchants & Design	Portugal	300,451	Registration	11/15/2005
Willis & Geiger & Griffin Design	Portugal	224,993	Registration	12/17/2010
Willis & Geiger Since 1902 & Eagle Design	Russia	126,587	Registration	07/12/2013
Willis & Geiger Since 1902 & Eagle Design	Slovak Republic	179,962	Registration	06/17/2013
Lands' End	Spain	2229531M3	Registration	04/22/2009
Lands' End	Spain	2229529M1	Registration	04/22/2009
Lands' End	Spain	2229530M5	Registration	04/22/2009
Lands' End Direct Merchants	Spain	2229532/1	Registration	04/09/2013
Lands' End Direct Merchants	Spain	2229531M3	Registration	04/22/2009
Lands' End Direct Merchants	Spain	2229530M5	Registration	04/22/2009
Willis & Geiger & Griffin Design	Spain	1072044	Registration	11/05/2005
Willis & Geiger & Griffin Design	Spain	1072045	Registration	11/05/2005
Willis & Geiger & Griffin Design	Spain	1072043	Registration	11/05/2005
Lands' End	Sweden	304757	Registration	09/29/2005
Willis & Geiger Since 1902 & Eagle Design	Sweden	315141	Registration	07/26/2006

Mark	Country	Registration No.	Status	Renewal Date
Lands' End	Switzerland	449,983	Registration	02/12/2008
Lands' End Direct Merchants & Design	Switzerland	450,000	Registration	02/12/2008
Willis & Geiger Since 1902 & Eagle Design	Switzerland	414,463	Registration	06/17/2013
Lands' End Direct Merchants & Design	Taiwan	75,368	Registration	04/15/2005
Lands' End Direct Merchants & Design	Taiwan	677,576	Registration	04/15/2005
Lands' End Direct Merchants & Design	Taiwan	672,289	Registration	02/28/2005
Lands' End Direct Merchants & Design	Taiwan	669,236	Registration	01/31/2005
Willis & Geiger Since 1902 & Eagle Design	Ukraine	8995	Registration	08/04/2013
Infiknits	United Kingdom	2,230,536	Registration	04/25/2010
Lands' End	United Kingdom	2,101,955	Registration	06/05/2006
Lands' End Direct Merchants & Design	United Kingdom	2,101,957	Registration	06/05/2006
Squall	United Kingdom	2,111,867	Registration	10/03/2006
Willis & Geiger & Griffin Design	United Kingdom	B1218056	Registration	05/03/2005
Willis & Geiger & Griffin Design	United Kingdom	B1218057	Registration	05/03/2005
Willis & Geiger & Griffin Design	United Kingdom	B1218055	Registration	05/03/2005
Willis & Geiger & Griffin Design	United Kingdom	1218056	Registration	05/03/2005
Willis & Geiger Since 1902 & Eagle Design	Uruguay	259864	Registration	06/12/2005
Lands' End	Zimbabwe	712,001	Registration	01/15/2011
Angel Fleece	USA	2598162	Registration	07/22/2008
Bearnice C. Weed	USA	2209738	Registration	12/08/2008
Bearon Von Oops	USA	2179652	Registration	08/04/2008
Beyond Buttondowns	USA	2227170	Registration	03/02/2009
Blue Bear the Pirate	USA	2179651	Registration	08/04/2008
Born Heroes	USA	2663194	Registration	12/17/2012
Bull Moose	USA	2119418	Registration	12/09/2007
Clickidz	USA	2368754	Registration	09/10/2009
Cobble Cloth	USA	2077720	Registration	07/08/2007
Explorer Bear	USA	2203329	Registration	11/10/2008
First Person	USA	2381311	Registration	08/29/2010
Guaranteed Period	USA	1431633	Registration	03/03/2007
Hyde Park	USA	1863750	Registration	11/22/2004
Lands' End	USA	1263612	Registration	01/10/2014
Lands' End Direct Merchants & Design (Wavy Label)	USA	2603324	Registration	08/06/2012
Lands' End Direct Merchants (& Design)	USA	1297554	Registration	09/25/2004
Lands' End Direct Merchants (& Design)	USA	1281007	Registration	06/05/2004
Lands' End Direct Merchants www.landsend.com (& d	USA	2408128	Registration	11/28/2010
Lands' End Inlet	USA	2172581	Registration	07/14/2008
Lands' End Not Quite Perfect Store Design	USA	1620559	Registration	10/31/2010
Little Tripper	USA	2013103	Registration	11/05/2006
Long Wel Down	USA	2175759	Registration	07/21/2008

Mark	Country	Registration No.	Status	Renewal Date
Lucy Bearymore III	USA	2241170	Registration	04/20/2009
On the Counter	USA	2214140	Registration	12/29/2008
Oxford Express	USA	2465005	Registration	07/03/2011
Pawspport	USA	2186899	Registration	09/01/2008
Road Buddy	USA	2616670	Registration	09/10/2012
Roveralls	USA	1613985	Registration	09/18/2010
Shop with a Friend	USA	2450615	Registration	05/15/2011
Soft as the Hair of an Angel	USA	2264054	Registration	07/27/2009
Square Rigger	USA	1245839	Registration	07/19/2013
Suits Your Shape	USA	2441089	Registration	04/03/2011
Summit	USA	1393260	Registration	05/13/2006
Teeny Weeny Tankini	USA	2632730	Registration	10/08/2012
The 12 that Built the Business	USA	2235827	Registration	03/30/2009
The Kindest Cut	USA	1952986	Registration	01/30/2006
The Sheet that Fits	USA	2691181	Registration	02/25/2013
The World's Clothing Store	USA	2467847	Registration	07/10/2011
Tugless Panties	USA	2696642	Registration	03/11/2013
Tugless Tank	USA	1951008	Registration	01/23/2006
Wardrobe Wizard	USA	2689738	Registration	02/25/2012
Web Site that Fits You	USA	2542430	Registration	02/26/2012
Willis & Geiger & Griffin Design	USA	1394814	Registration	05/27/2006
Willis & Geiger & Griffin Design	USA	1492716	Registration	06/14/2008
Year'Rounder	USA	2091472	Registration	08/26/2007
Zanzibear	USA	2179653	Registration	08/04/2008
Willis & Geiger Since 1902 & Eagle Design	Venezuela	P-177.193	Registration	07/10/2005

Lands' End	Wisconsin State	N/A	Registration	04/08/2006
The Peer Group	Wisconsin State	N/A	Registration	04/03/2012