

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.		08/20/2004	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Sears Brands, LLC
Street Address:	3333 Beverly Road
Internal Address:	B6-223A
City:	Hoffman Estates
State/Country:	ILLINOIS
Postal Code:	60179
Entity Type:	Limited Liability Company: ILLINOIS

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Serial Number:	76335125	GRIPLATCH
Serial Number:	76247921	LASER TRAC
Serial Number:	76415467	TRIO
Serial Number:	78159121	CRAFTSMAN GRIP MASTER
Serial Number:	78159122	POWER PLUS
Serial Number:	78146411	SEARS CONNECT
Serial Number:	78152906	SEARS AMERICAN DREAM CAMPAIGN
Serial Number:	78152908	SEARS AMERICAN DREAM CAMPAIGN
Serial Number:	78161283	HOME REBOUND
Serial Number:	78160789	JUST ROAD & TOW
Serial Number:	78161856	CRAFTSMAN
Serial Number:	78176910	PLANETZZZ
Serial Number:	78205115	SEARS GRAND
Serial Number:	78226383	QUICKROUT

TRADEMARK

REEL: 002952 FRAME: 0267

900013768

CH \$415.00 76335125

Serial Number:	78247622	CRAFTSMAN REFLEX
Serial Number:	78256873	BEAK JAW

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 2: B6-223A

Address Line 4: Hoffman Estates, ILLINOIS 60179

ATTORNEY DOCKET NUMBER:	04-000202
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NAME OF SUBMITTER:	Lynn Eichelberger
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Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks is made and entered into as of August 20, 2004, (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

Schedule 1

Mark	Serial No.	Registration No.
Griplatch	76/335,125	
Laser Trac	76/247,921	2,817,888
Trio	76/415,467	2,825,982
Craftsman Grip Master	78/159,121	2,841,671
Power Plus	78/159,122	2,826,511
Sears Connect	78/146,411	2,849,347
Sears American Dream Campaign	78/152,906	2,841,646
Sears American Dream Campaign	78/152,908	2,841,647
Home Rebound	78/161,283	2,833,225
Just Road & Tow	78/160,789	2,839,223
Craftsman	78/161,856	
Planetzzz	78/176,910	2,843,978
Sears Grand	78/205,115	2,858,971
Quickrout	78/226,383	
Craftsman Reflex	78/247,622	
Beakjaw	78/256,873	