# 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 Brands, LLC | | 05/18/2006 | LIMITED LIABILITY COMPANY: ILLINOIS |

RECEIVING PARTY DATA

| | |
|---|---|
| Name: | KCD IP, LLC |
| Street Address: | 3333 Beverly Road |
| City: | Hoffman Estates |
| State/Country: | ILLINOIS |
| Postal Code: | 60179 |
| Entity Type: | LIMITED LIABILITY COMPANY: DELAWARE |

PROPERTY NUMBERS Total: 101

| Property Type | Number | Word Mark |
|---|---|---|
| Serial Number: | 75669860 | CAPTAIN DIEHARD |
| Serial Number: | 78570980 | CRAFTSMAN |
| Serial Number: | 73551425 | CRAFTSMAN |
| Serial Number: | 73553768 | CRAFTSMAN |
| Serial Number: | 73554435 | CRAFTSMAN |
| Serial Number: | 73554436 | CRAFTSMAN |
| Serial Number: | 73554673 | CRAFTSMAN |
| Serial Number: | 73561124 | CRAFTSMAN |
| Serial Number: | 73561127 | CRAFTSMAN |
| Serial Number: | 73561130 | CRAFTSMAN |
| Serial Number: | 73561140 | CRAFTSMAN |
| Serial Number: | 73568162 | CRAFTSMAN |
| Serial Number: | 73572130 | CRAFTSMAN |
| | | |

OP $2540.00 75669860

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|---|---|---|
| Serial Number: | 73572131 | CRAFTSMAN |
| Serial Number: | 73572132 | CRAFTSMAN |
| Serial Number: | 73583707 | CRAFTSMAN |
| Serial Number: | 73583724 | CRAFTSMAN |
| Serial Number: | 73583730 | CRAFTSMAN |
| Serial Number: | 73585671 | CRAFTSMAN |
| Serial Number: | 73585946 | CRAFTSMAN |
| Serial Number: | 73595387 | CRAFTSMAN |
| Serial Number: | 73735766 | CRAFTSMAN |
| Serial Number: | 74569778 | CRAFTSMAN |
| Serial Number: | 74570235 | CRAFTSMAN |
| Serial Number: | 74603014 | CRAFTSMAN |
| Serial Number: | 75048509 | CRAFTSMAN |
| Serial Number: | 75599889 | CRAFTSMAN |
| Serial Number: | 76086056 | CRAFTSMAN |
| Serial Number: | 76335657 | CRAFTSMAN |
| Serial Number: | 78125416 | CRAFTSMAN |
| Serial Number: | 78161856 | CRAFTSMAN |
| Serial Number: | 78314732 | CRAFTSMAN |
| Serial Number: | 78314946 | CRAFTSMAN |
| Serial Number: | 78315026 | CRAFTSMAN |
| Serial Number: | 78315143 | CRAFTSMAN |
| Serial Number: | 78315279 | CRAFTSMAN |
| Serial Number: | 78315335 | CRAFTSMAN |
| Serial Number: | 78317726 | CRAFTSMAN |
| Serial Number: | 78317818 | CRAFTSMAN |
| Serial Number: | 71570647 | CRAFTSMAN |
| Serial Number: | 71570648 | CRAFTSMAN |
| Serial Number: | 71570655 | CRAFTSMAN |
| Serial Number: | 71570657 | CRAFTSMAN |
| Serial Number: | 71570658 | CRAFTSMAN |
| Serial Number: | 71571096 | CRAFTSMAN |
| Serial Number: | 71571099 | CRAFTSMAN |
| Serial Number: | 74052843 | CRAFTSMAN |
| Serial Number: | 74145062 | CRAFTSMAN |

| | | |
|---|---|---|
| Serial Number: | 74194694 | CRAFTSMAN |
| Serial Number: | 74194695 | CRAFTSMAN |
| Serial Number: | 74199960 | CRAFTSMAN |
| Serial Number: | 74200819 | CRAFTSMAN |
| Serial Number: | 74211366 | CRAFTSMAN |
| Serial Number: | 74214791 | CRAFTSMAN |
| Serial Number: | 74302612 | CRAFTSMAN |
| Serial Number: | 74396913 | CRAFTSMAN |
| Serial Number: | 75550390 | CRAFTSMAN CLUB |
| Serial Number: | 75445888 | CRAFTSMAN CONVERTIBLE |
| Serial Number: | 78159121 | CRAFTSMAN GRIP MASTER |
| Serial Number: | 75225029 | CRAFTSMAN KID'S CLUB |
| Serial Number: | 75443165 | CRAFTSMAN MAKES ANYTHING POSSIBLE |
| Serial Number: | 76388448 | CRAFTSMAN PROFESSIONAL |
| Serial Number: | 78247622 | CRAFTSMAN REFLEX |
| Serial Number: | 78568023 | CRAFTSMAN WORKSHOP |
| Serial Number: | 75525906 | DIEHARD |
| Serial Number: | 76346448 | DIEHARD |
| Serial Number: | 76346449 | DIEHARD |
| Serial Number: | 78215609 | DIEHARD |
| Serial Number: | 78220359 | DIEHARD |
| Serial Number: | 78317692 | DIEHARD |
| Serial Number: | 78317729 | DIEHARD |
| Serial Number: | 78341275 | DIEHARD |
| Serial Number: | 74099621 | DIEHARD |
| Serial Number: | 74333603 | DIEHARD |
| Serial Number: | 78494833 | DIEHARD DUTY |
| Serial Number: | 78274510 | DIEHARD EXPRESS |
| Serial Number: | 78296152 | DIEHARD GOLD |
| Serial Number: | 78298757 | DIEHARD GOLD |
| Serial Number: | 75441873 | DIEHARD RACING |
| Serial Number: | 75810964 | DIEHARD SECURITY |
| Serial Number: | 78298700 | DIEHARD SILVER |
| Serial Number: | 75336306 | KENMORE |
| Serial Number: | 75346404 | KENMORE |

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|---|---|---|
| Serial Number: | 76105205 | KENMORE |
| Serial Number: | 78314699 | KENMORE |
| Serial Number: | 78314709 | KENMORE |
| Serial Number: | 78317721 | KENMORE |
| Serial Number: | 71367943 | KENMORE |
| Serial Number: | 71539906 | KENMORE |
| Serial Number: | 71550618 | KENMORE |
| Serial Number: | 71672538 | KENMORE |
| Serial Number: | 73158384 | KENMORE |
| Serial Number: | 73414682 | KENMORE |
| Serial Number: | 73427663 | KENMORE |
| Serial Number: | 73793846 | KENMORE |
| Serial Number: | 74072622 | KENMORE |
| Serial Number: | 74194190 | KENMORE |
| Serial Number: | 75679754 | KENMORE ELITE |
| Serial Number: | 78125361 | MY FIRST CRAFTSMAN |
| Serial Number: | 78558874 | MY FIRST KENMORE |
| Serial Number: | 76006014 | TODO ES POSIBLE CON CRAFTSMAN |

CORRESPONDENCE DATA


Fax Number: (312)706-8517

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

Phone: 3127018864

Email: zbeal@mayerbrownrowe.com

Correspondent Name: Jason K. Schmitz

Address Line 1: P.O. Box 2828

Address Line 4: Chicago, ILLINOIS 606902828


| | |
|---|---|
| ATTORNEY DOCKET NUMBER: | 05112811 |
| NAME OF SUBMITTER: | Jason K. Schmitz |
| Signature: | /jasonkschmitz/ |
| Date: | 05/18/2006 |

Total Attachments: 9

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# ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks is made and entered into as of May 18, 2006 (the "Effective Date"), by and between SEARS BRANDS, LLC an Illinois limited liability company doing business at 3333 Beverly Road, Hoffman Estates, Illinois 60179 ("Sears Brands"), and KCD IP, LLC, a Delaware limited liability company doing business at 3333 Beverly Road, Hoffman Estates, Illinois 60179 ("KCD IP") (collectively referred to as the "Parties").

WHEREAS, Sears Brands wishes to assign all right, title and interest that it may have in and to the trademarks, service marks, trade names, assumed names and corporate names listed on Schedule 1, all common law rights associated therewith and all goodwill symbolized thereby (collectively referred to as the "Trademarks") in the United States, its possessions and territories (the "Territory); and

WHEREAS, KCD IP is successor to that portion of the business in the Territory of Sears Brands to which the Trademarks pertain; and

WHEREAS, KCD IP 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:

Pursuant to the Contribution Agreement between the Parties of even date herewith (the "Contribution Agreement"), Sears Brands hereby assigns to KCD IP all right, title and interest that Sears Brands may have in and to the Trademarks in the Territory.

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.

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

SEARS BRANDS, LLC
an Illinois limited liability company

By: _____
Name: SUMEET KANWAR
Title: PRESIDENT

KCD IP, LLC,
a Delaware limited liability company

By: _____
Name:
Title:

SEARS BRANDS, LLC
an Illinois limited liability company

By: _____
Name:
Title:

KCD IP, LLC,
a Delaware limited liability company

By: _____
Name:
Title:

# SCHEDULE 1

## TO EXHIBIT B - ASSIGNMENT OF TRADEMARKS (U.S.)

[ATTACHED]

# US Federal

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1 **75-669860** CAPTAIN DIEHARD (and Design)
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2 **78-570980** CRAFTSMAN (Block letters)
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3 **73-551425** CRAFTSMAN
Registered, SEARS, ROEBUCK AND CO. ..... 7

4 **73-553768** CRAFTSMAN
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5 **73-554435** CRAFTSMAN
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6 **73-554436** CRAFTSMAN
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7 **73-554673** CRAFTSMAN
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8 **73-561124** CRAFTSMAN
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9 **73-561127** CRAFTSMAN
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10 **73-561130** CRAFTSMAN
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11 **73-561140** CRAFTSMAN
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12 **73-568162** CRAFTSMAN
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13 **73-572130** CRAFTSMAN
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15 **73-572132** CRAFTSMAN
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16 **73-583707** CRAFTSMAN
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17 **73-583724** CRAFTSMAN
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18 **73-583730** CRAFTSMAN





TRADEMARK
REEL: 003312 FRAME: 0106

Registered, SEARS, ROEBUCK AND CO. ..... 10

19 **73-585671** CRAFTSMAN
Registered, SEARS, ROEBUCK AND CO. ..... 11

20 **73-585946** CRAFTSMAN
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21 **73-595387** CRAFTSMAN
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22 **73-735766** CRAFTSMAN
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23 **74-569778** CRAFTSMAN
Registered, SEARS, ROEBUCK AND CO. ..... 12

24 **74-570235** CRAFTSMAN
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25 **74-603014** CRAFTSMAN
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26 **75-048509** CRAFTSMAN
Registered, SEARS BRANDS, LLC ..... 12

27 **75-599889** CRAFTSMAN
Registered, SEARS, ROEBUCK AND CO. ..... 12

28 **76-086056** CRAFTSMAN
Registered, SEARS, ROEBUCK AND CO. ..... 13

29 **76-335657** CRAFTSMAN
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30 **78-125416** CRAFTSMAN
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31 **78-161856** CRAFTSMAN
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Registered, SEARS BRANDS, LLC ..... 13

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39 **78-317818** CRAFTSMAN
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40 **71-570647** CRAFTSMAN (Stylized)
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41 **71-570648** CRAFTSMAN (Stylized)
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42 **71-570655** CRAFTSMAN (Stylized)
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43 **71-570657** CRAFTSMAN (Stylized)
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44 **71-570658** CRAFTSMAN (Stylized)
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45 **71-571096** CRAFTSMAN (Stylized)
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46 **71-571099** CRAFTSMAN (Stylized)
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47 **74-052843** CRAFTSMAN
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48 **74-145062** CRAFTSMAN
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49 **74-194694** CRAFTSMAN
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50 **74-194695** CRAFTSMAN
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51 **74-199960** CRAFTSMAN
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52 **74-200819** CRAFTSMAN
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53 **74-211366** CRAFTSMAN
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54 **74-214791** CRAFTSMAN
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55 **74-302612** CRAFTSMAN
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56 **74-396913** CRAFTSMAN
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57 **75-550390** CRAFTSMAN CLUB
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58 **75-445888** CRAFTSMAN CONVERTIBLE
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59 **78-159121** CRAFTSMAN GRIP MASTER
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60 **75-225029** CRAFTSMAN KID'S CLUB
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61 **75-443165** CRAFTSMAN MAKES ANYTHING POSSIBLE
Registered, SEARS BRANDS, LLC ..... 21

62 **76-388448** CRAFTSMAN PROFESSIONAL
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63 **78-247622** CRAFTSMAN REFLEX



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64 **78-568023** CRAFTSMAN WORKSHOP (Block letters)
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65 **75-525906** DIEHARD
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66 **76-346448** DIEHARD (Stylized)
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67 **76-346449** DIEHARD (Stylized)
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68 **78-215609** DIEHARD
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69 **78-220359** DIEHARD
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70 **78-317692** DIEHARD
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71 **78-317729** DIEHARD
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72 **78-341275** DIEHARD (Block letters)
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73 **74-099621** DIEHARD
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74 **74-333603** DIEHARD
Renewed, SEARS BRANDS, LLC ..... 24

75 **78-494833** DIEHARD DUTY (Block letters)
Allowed - Statement of Use registration review complete, SEARS BRANDS, LLC ..... 25

76 **78-274510** DIEHARD EXPRESS
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77 **78-296152** DIEHARD GOLD
Registered, SEARS BRANDS, LLC ..... 25

78 **78-298757** DIEHARD GOLD
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79 **75-441873** DIEHARD RACING (and Design)
Registered, SEARS BRANDS, LLC ..... 26

80 **75-810964** DIEHARD SECURITY
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81 **78-298700** DIEHARD SILVER
Registered, SEARS BRANDS, LLC ..... 26

82 **75-336306** KENMORE (and Design)
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83 **75-346404** KENMORE (and Design)
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84 **76-105205** KENMORE
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85 **78-314699** KENMORE
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86 **78-314709** KENMORE
Registered, SEARS BRANDS, LLC ..... 28

87 **78-317721** KENMORE
Registered, SEARS BRANDS, LLC ..... 28

88 **71-367943** KENMORE (Stylized)
Renewed, SEARS, ROEBUCK AND CO. ..... 28

89 **71-539906** KENMORE
Renewed, SEARS, ROEBUCK AND CO. ..... 29

90 **71-550618** KENMORE (Stylized)
Renewed, SEARS, ROEBUCK AND CO. ..... 29

91 **71-672538** KENMORE (Stylized)
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92 **73-158384** KENMORE
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93 **73-414682** KENMORE
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94 **73-427663** KENMORE
Renewed, SEARS BRANDS, LLC ..... 30

95 **73-793846** KENMORE
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96 **74-072622** KENMORE
Renewed, SEARS, ROEBUCK AND CO. ..... 31

97 **74-194190** KENMORE
Renewed, SEARS, ROEBUCK AND CO. ..... 31

98 **75-679754** KENMORE ELITE (and Design)
Registered, SEARS, ROEBUCK AND CO. ..... 31

99 **78-125361** MY FIRST CRAFTSMAN
Registered, SEARS, ROEBUCK AND CO. ..... 31

100 **78-558874** MY FIRST KENMORE (Block letters)
Allowed - Statement of Use non-final refusal, SEARS BRANDS, LLC ..... 32

101 **76-006014** TODO ES POSIBLE CON CRAFTSMAN
Registered, SEARS, ROEBUCK AND CO. ..... 32