

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | NUNC PRO TUNC ASSIGNMENT |
| EFFECTIVE DATE: | 01/29/2007 |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|-------------------------|----------|----------------|-----------------------|
| Kmart of Michigan, Inc. | | 09/26/2007 | CORPORATION: MICHIGAN |

RECEIVING PARTY DATA

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|-----------------|-------------------------------------|
| Name: | Sears Brands, LLC |
| Street Address: | 3333 Beverly Rd. |
| City: | Hoffman Estates |
| State/Country: | ILLINOIS |
| Postal Code: | 60179 |
| Entity Type: | LIMITED LIABILITY COMPANY: ILLINOIS |

PROPERTY NUMBERS Total: 1

| Property Type | Number | Word Mark |
|----------------|----------|----------------|
| Serial Number: | 76617219 | ESSENTIAL HOME |

CORRESPONDENCE DATA

Fax Number: (312)827-8185
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 202-955-6847
 Email: trademarks@bellboyd.com
 Correspondent Name: Kimberly N. Reddick
 Address Line 1: P.O. Box 1135
 Address Line 4: Chicago, ILLINOIS 60690

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|-------------------------|---------------------|
| ATTORNEY DOCKET NUMBER: | 118813-162 |
| NAME OF SUBMITTER: | Kimberly N. Reddick |
| Signature: | /knr/ |

CH \$40.00 76617219

Date:

09/27/2007

Total Attachments: 1

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CONFIRMATORY TRADEMARK ASSIGNMENT

This Assignment, effective as of January 29, 2007, is made and entered into by and between Kmart of Michigan, Inc., a Michigan Corporation ("Assignor"), and Sears Brands, LLC, an Illinois Limited Liability Company ("Assignee").

WHEREAS, Assignor and Assignee entered into an Intellectual Property Purchase and Sale Agreement in which Assignor transferred certain assets to Assignee, including the trademark ESSENTIAL HOME, the pending trademark application associated therewith, Serial No. 76/617,219, and all rights related thereto (hereinafter, "the Mark");

WHEREAS, pursuant to the Sale, Assignor transferred to Assignee the Mark and the ongoing and existing portion of the business to which the Mark pertains

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby confirms the assignment to Assignee, of all right, title and interest in and to the Mark, including all common law rights, registrations and applications therefore, together with the goodwill of the business associated with the Mark.

KMART OF MICHIGAN, INC.

By: MARY TORTORICE

Name: Mary Tortorice

Title: Vice President

Date: 9/26/07