

## 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		07/09/2008	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: 1			
Property Type	Number	Word Mark	
Serial Number:	77368295	KENMORE	
CORRESPONDENCE DATA			
Fax Number:	(312)827-8185		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	312-372-1121		
Email:	trademarks@bellboyd.com		
Correspondent Name:	Bell, Boyd & Lloyd LLP		
Address Line 1:	P.O. Box 1135		
Address Line 4:	Chicago, ILLINOIS 60690-1135		
ATTORNEY DOCKET NUMBER:	0118813-02642		
NAME OF SUBMITTER:	Christopher S. Adkins		
Signature:	/Christopher S. Adkins/		
Date:	07/14/2008		

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REEL: 003815 FRAME: 0247



**TRADEMARK ASSIGNMENT**

*WHEREAS*, Sears Brands, LLC, an Illinois Limited Liability Company (hereinafter "Assignor"), having its principal place of business at 3333 Beverly Road, Hoffman Estates, Illinois 60179 (hereinafter "Assignor"), owns the trademark KENMORE and has filed and owns U.S. Trademark Application No. 77/368,295 (hereinafter "the Mark"), based on its intent to use the Mark in commerce; and

*WHEREAS*, KCD IP, LLC, a Delaware Limited Liability Company, having its principal place of business at 3333 Beverly Road, Hoffman Estates, Illinois 60179 (hereinafter "Assignee"), desires to acquire the Mark as owner; and

*WHEREAS*, Assignee is the successor to the ongoing and existing portion of the business to which the Mark pertains; and

*WHEREAS*, Assignor desires to Assign all right, title and interest in and to the Mark.

*NOW, THEREFORE*, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to the Mark, including all common law rights, registrations and applications therefor, together with the goodwill of the business associated with the Mark, effective as of the date of execution.

*IN WITNESS WHEREOF*, Assignor executed this Assignment this 9<sup>th</sup> day of July, 2008.

**SEARS BRANDS, LLC**

By: MARY Tortorice

Name: Mary Tortorice

Title: Vice President

Date: 7/9/08

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