

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Anna M. Bradbury		12/22/2008	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sears Brands, LLC		
<b>Street Address:</b>	3333 Beverly Road		
<b>City:</b>	Hoffman Estates		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60179		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: ILLINOIS		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2590786	IT'S ABOUT TIME	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(312)827-8185		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	202-955-6847		
<b>Email:</b>	trademarks@bellboyd.com		
<b>Correspondent Name:</b>	Kimberly N. Reddick		
<b>Address Line 1:</b>	P.O. Box 1135		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60690-1135		
<b>ATTORNEY DOCKET NUMBER:</b>	118813-TBD		
<b>NAME OF SUBMITTER:</b>	Kimberly N. Reddick		
<b>Signature:</b>	/knr/		
<b>Date:</b>	01/07/2009		

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Total Attachments: 2

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**TRADEMARK ASSIGNMENT**

*WHEREAS*, Anna M. Bradbury, an individual domiciled at 1380 Broadway, S. Portland, ME 04106 ("Assignor"), owns the mark shown in the attached Schedule A, and has filed and owns a U.S. trademark registration therefore, (hereinafter referred to as "the Mark"); and

*WHEREAS*, Sears Brands, LLC, an Illinois Limited Liability Company, having its principal place of business at 3333 Beverly Rd., Hoffman Estates, IL 60179 ("Assignee"), desires to acquire all right, title and interest in and to the Mark and the goodwill of the business associated therewith; and

*WHEREAS*, Assignor desires to Assign all right, title and interest in the Marks;

*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 Marks, including all common law rights and registrations therefor, together with the goodwill of the business associated with the Mark, to become effective on the date of execution.

*IN WITNESS WHEREOF*, Assignor executed this Assignment this 22 day of December, 2008.

**ANNA M. BRADBURY**

By: Anna M. Bradbury

Name:

**SCHEDULE A**

<b><u>MARK</u></b>	<b><u>REGISTRATION NO.</u></b>	<b><u>REGISTRATION DATE</u></b>	<b><u>GOODS/SERVICES</u></b>
IT'S ABOUT TIME	2,590,786	July 9, 2002	Personal concierge services.

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