

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		05/29/2009	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	
Registration Number:	0858218	DIE HARD	
CORRESPONDENCE DATA			
Fax Number:	(312)827-8185		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	202-778-9236		
Email:	chicago.trademarks@klgates.com		
Correspondent Name:	Kimberly N. Reddick		
Address Line 1:	P.O. Box 1135		
Address Line 4:	Chicago, ILLINOIS 60179		
ATTORNEY DOCKET NUMBER:	118813-354		
NAME OF SUBMITTER:	Kimberly N. Reddick		
Signature:	/knr/		
Date:	06/01/2009		

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REEL: 003997 FRAME: 0001

Total Attachments: 1
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TRADEMARK ASSIGNMENT

This Assignment, effective as of May 18, 2006, is made and entered into by and between Sears Brands, LLC, an Illinois Limited Liability Company ("Assignor"), and KCD IP, LLC, a Delaware Limited Liability Company ("Assignee").

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 DIE HARD and U.S. Registration No. 858,218 (hereinafter the "Mark"); and

WHEREAS, KCD IP, LLC, a Delaware Limited Liability Company, having its 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 29th day of May, 2009.

Sears Brands, LLC

By: MARY Tatorice
Name: Mary Tatorice
Title: VP/Deputy General Counsel

Date: 5/29/09