

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	CHANGE OF NAME

**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Midwest Catalog Brands, Inc.		08/31/2010	CORPORATION: WISCONSIN

**RECEIVING PARTY DATA**

Name:	Montgomery Ward, Inc.
Street Address:	1112 7th Avenue
City:	Monroe
State/Country:	WISCONSIN
Postal Code:	53566
Entity Type:	CORPORATION: WISCONSIN

**PROPERTY NUMBERS Total: 13**

Property Type	Number	Word Mark
Serial Number:	77559590	MONTGOMERY WARD
Serial Number:	77574729	MONKEY WARD
Serial Number:	77594172	MONKEY WARDS
Serial Number:	77559588	WARDS
Serial Number:	75617668	YOU CAN'T SHOP SMARTER THAN WARDS
Serial Number:	75168124	CHARLES KEATH
Serial Number:	73502554	CHARLES KEATH, LTD.
Serial Number:	77319867	COLOR CONNECTION
Serial Number:	73720577	GOLD'N GEMS
Serial Number:	73247340	MONTGOMERY WARD
Serial Number:	73394859	MONTGOMERY WARD
Serial Number:	75872974	SLEEP CONNECTION
Serial Number:	75381692	WARDS

**CORRESPONDENCE DATA**

**900172010**

**TRADEMARK  
 REEL: 004281 FRAME: 0601**

**CH \$340.00 77559590**

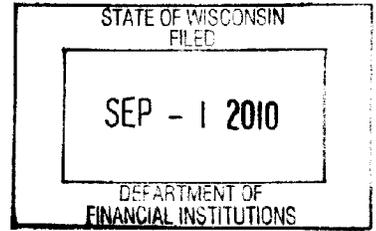
Fax Number: (312)427-6663  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
Phone: 3124271300  
Email: chiustm@ladas.net  
Correspondent Name: David C. Brezina  
Address Line 1: 224 South Michigan Ave  
Address Line 2: Suite 1600  
Address Line 4: Chicago, ILLINOIS 60604

ATTORNEY DOCKET NUMBER:	CTG05679
NAME OF SUBMITTER:	David C. Brezina
Signature:	/David C. Brezina/
Date:	09/20/2010

Total Attachments: 1  
source=MCB Articles of Amendment MW 9-1-2010 file stamped by WDFI#page1.tif

DEPARTMENT OF  
FINANCIAL INSTITUTIONS  
STATE OF WISCONSIN  
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ARTICLES OF AMENDMENT  
TO THE ARTICLES OF INCORPORATION  
OF  
MIDWEST CATALOG BRANDS, INC.



The undersigned hereby adopts the following Articles of Amendment to the Articles of Incorporation for Midwest Catalog Brands, Inc., a Wisconsin corporation (the "Corporation"), under the Wisconsin Business Corporation Law, Chapter 180 of the Wisconsin Statutes.

1. The name of the Corporation is Midwest Catalog Brands, Inc.
2. Article I of the Corporation's Articles of Incorporation is hereby amended and restated in its entirety to read as follows:

ARTICLE I

The name of the Corporation is Montgomery Ward, Inc.

The foregoing amendment to the Corporation's Articles of Incorporation was submitted to the shareholders by the Corporation's Board of Directors, and was approved and adopted by the shareholders, in accordance with Section 180.1003 of the Wisconsin Business Corporation Law as of August 20, 2010.

3. The effective date of these Articles of Amendment shall be September 1, 2010.

IN WITNESS WHEREOF, this instrument has been executed on behalf of the Corporation as of the 31st day of August, 2010.

MIDWEST CATALOG BRANDS, INC.  
To be known as Montgomery Ward, Inc.

By Jeffrey R. Surlas  
Jeffrey R. Surlas, Secretary

This instrument was drafted by, and after filing should be returned to:  
Attorney Jeffrey R. Surlas, 1112 7<sup>th</sup> Avenue, Monroe, WI 53566.