

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT											
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT											
EFFECTIVE DATE:	09/01/2010											
CONVEYING PARTY DATA												
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>MONTGOMERY WARD, INC.</td> <td></td> <td>01/23/2010</td> <td>CORPORATION: WISCONSIN</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	MONTGOMERY WARD, INC.		01/23/2010	CORPORATION: WISCONSIN	
Name	Formerly	Execution Date	Entity Type									
MONTGOMERY WARD, INC.		01/23/2010	CORPORATION: WISCONSIN									
RECEIVING PARTY DATA												
Name:	MIDWEST CATALOG BRANDS, LLC											
Street Address:	1112 7th Avenue											
City:	Monroe											
State/Country:	WISCONSIN											
Postal Code:	53566											
Entity Type:	LIMITED LIABILITY COMPANY: WISCONSIN											
PROPERTY NUMBERS Total: 2												
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>1334269</td> <td>CHARLES KEATH, LTD.</td> </tr> <tr> <td>Registration Number:</td> <td>2125203</td> <td>CHARLES KEATH</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Registration Number:	1334269	CHARLES KEATH, LTD.	Registration Number:	2125203	CHARLES KEATH
Property Type	Number	Word Mark										
Registration Number:	1334269	CHARLES KEATH, LTD.										
Registration Number:	2125203	CHARLES KEATH										
CORRESPONDENCE DATA												
Fax Number:	(312)427-6663											
Phone:	312.427.1300											
Email:	chiustm@ladas.net											
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>												
Correspondent Name:	David C Brezina											
Address Line 1:	224 S Michigan Ave											
Address Line 2:	Suite 1600											
Address Line 4:	Chicago, ILLINOIS 60604											
ATTORNEY DOCKET NUMBER:	CTG06071											
NAME OF SUBMITTER:	David C. Brezina											

TRADEMARK

Signature:	/David C. Brezina/
Date:	01/23/2012
Total Attachments: 1 source=MCB assignment re charles keath#page1.tif	

ASSIGNMENT

For and in consideration of One Dollar (\$1.00) and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, MONTGOMERY WARD, INC., a Wisconsin corporation having its principal place of business at 1112 7th Avenue Monroe, WI 53566-8016 (the "ASSIGNOR"), hereby assigns, sells, conveys, and transfers to MIDWEST CATALOG BRANDS, LLC., a Wisconsin Limited Liability Company, having a place of business at 1112 7th Avenue Monroe, WI 53566-8016 (the "ASSIGNEE"), all right, title, and interest in and to the service marks CHARLES KEATH and CHARLES KEATH, LTD. (the "Marks"), the applications and registrations therefore, and the goodwill of the business in which the Marks are used, together with all claims for damages and other relief by reason of infringement, with the right to sue and collect the same for its own use and for the use of its successors and assigns, *nunc pro tunc*, September 1, 2010.

This assignment expressly includes the following US Registrations:

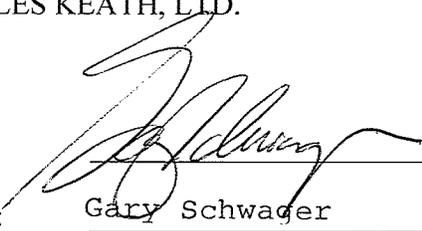
Serial No.	Reg. No.	Mark
75168124	2125203	CHARLES KEATH
73502554	1334269	CHARLES KEATH, LTD.

Signed: _____

Printed: _____

Title: _____

Date: _____


Gary Schwager
President
1/23/2012