

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
Montgomery Ward, Inc.		09/06/2012	CORPORATION: WISCONSIN
RECEIVING PARTY DATA			
Name:	Midwest Catalog Brands, LLC		
Street Address:	1112 7th Avenue		
City:	Monroe		
State/Country:	WISCONSIN		
Postal Code:	53566-8016		
Entity Type:	LIMITED LIABILITY COMPANY: WISCONSIN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3969903	HOMEVISIONS	
CORRESPONDENCE DATA			
Fax Number:	3124276663		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	312.427.1300		
Email:	chiustm@ladas.net		
Correspondent Name:	David C Brezina		
Address Line 1:	224 S Michigan Ave		
Address Line 4:	Chicago, ILLINOIS 60604		
ATTORNEY DOCKET NUMBER:	3T10626674		
NAME OF SUBMITTER:	David C. Brezina		
Signature:	/David C. Brezina/		
Date:	09/06/2012		
Total Attachments: 1 source=doc00868520120906134400#page1.tif			

CH \$40.00 3969903

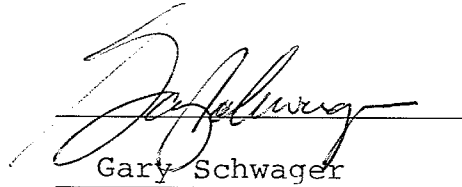
ASSIGNMENT

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 mark HOMEVISIONS (the "Mark"), the applications and registrations therefore, and the goodwill of the business in which the Mark is 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.

This assignment expressly includes the following US Registration:

Serial No.	Reg. No.	Mark
85140388	3969903	HOMEVISIONS

Signed:



Printed:

Gary Schwager

Title:

President

Date:

September 6, 2012