

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM326331

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF 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>
Montgomery Ward, Inc.	FORMERLY Midwest Catalog Brands, Inc.	01/23/2012	CORPORATION: WISCONSIN
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Midwest Catalog Brands, LLC		
<b>Street Address:</b>	1112 7th Avenue		
<b>City:</b>	Monroe		
<b>State/Country:</b>	WISCONSIN		
<b>Postal Code:</b>	53566		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: WISCONSIN		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2125203	CHARLES KEATH	
<b>Registration Number:</b>	1334269	CHARLES KEATH, LTD.	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3124276663		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	312 427-1300		
<b>Email:</b>	chiustm@ladas.net		
<b>Correspondent Name:</b>	David C Brezina		
<b>Address Line 1:</b>	224 S Michigan Ave		
<b>Address Line 2:</b>	Suite 1600		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60604		
<b>ATTORNEY DOCKET NUMBER:</b>	4T09613556, 4T09613562		
<b>NAME OF SUBMITTER:</b>	d		
<b>SIGNATURE:</b>	/David C. Brezina/		
<b>DATE SIGNED:</b>	12/16/2014		
<b>Total Attachments: 1</b>			
source=MW to MCB LLC Assignment#page1.tif			

CH \$65.00 2125203

**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: \_\_\_\_\_

Gary Schwager

Title: \_\_\_\_\_

President

Date: \_\_\_\_\_

1/23/2012