

900446934 04/16/2018

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## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM470000

<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>
Sears Brands, LLC		03/30/2018	Limited Liability Company: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	KCD IP, LLC		
<b>Street Address:</b>	3333 Beverly Road		
<b>City:</b>	Hoffman Estates		
<b>State/Country:</b>	ILLINOIS		
<b>Postal Code:</b>	60179		
<b>Entity Type:</b>	<del>Corporation</del> Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	4945777	KENMORE TRUSTED PERFORMANCE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<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>	3127756000		
<b>Email:</b>	trademarks@mcandrews-ip.com		
<b>Correspondent Name:</b>	Joshua A. Aldort		
<b>Address Line 1:</b>	500 W Madison St		
<b>Address Line 2:</b>	34th Fl		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60661		
<b>ATTORNEY DOCKET NUMBER:</b>	36856US01		
<b>NAME OF SUBMITTER:</b>	Joshua A. Aldort		
<b>SIGNATURE:</b>	/JAA/		
<b>DATE SIGNED:</b>	04/16/2018		
<b>Total Attachments: 2</b>			
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TRADEMARK  
REEL: 006315 FRAME: 0615

## TRADEMARK ASSIGNMENT

This ASSIGNMENT between Sears Brands, LLC, an Illinois limited liability company having its principal place of business at 3333 Beverly Road, Hoffman Estates, IL 60179 ("Assignor") and KCD IP, LLC a Delaware limited liability company having its principal place of business at 3333 Beverly Road, Hoffman Estates, IL 60179 ("Assignee"), is executed and delivered as of the Execution Date set forth below.

Now, therefore, for good and valuable consideration acknowledged by Assignor to have been received in full from Assignee and pursuant to the terms of the Agreement, Assignor hereby agrees as follows:

Assignor hereby conveys, assigns, sells, and transfers to Assignee its entire right, title and interest in and to the **KENMORE TRUSTED PERFORMANCE** mark, including all common law trademark rights, registrations and applications listed on Exhibit A of this Assignment, together with the goodwill, to be held and enjoyed by Assignee or its Affiliates for the full extent of the life of the **KENMORE TRUSTED PERFORMANCE** mark, to be used as fully and entirely as such rights would have been held and enjoyed by Assignor had this Assignment not been made. Without limiting the generality of the foregoing, this Assignment shall include all U.S. and foreign common law trademark rights in the **KENMORE TRUSTED PERFORMANCE** mark, and any and all rights to sue for claims and remedies against past, present and future infringements of any or all of the foregoing, and rights for priority and protection of interests therein under the laws of any jurisdiction.

Assignor represents, warrants, and covenants that Assignor is the owner of the entire right, title and interest in and to the **KENMORE TRUSTED PERFORMANCE** mark, and that Assignor has full power to make this Assignment.

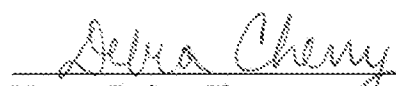
This Assignment shall be binding on, and shall inure to the benefit of, the parties hereto and their respective successors and assigns. This Assignment shall be construed, performed and enforced in accordance with, and governed by the laws of the State of Illinois, without giving effect to the principles of conflicts of laws thereof.

In witness whereof, Assignor has caused its authorized officer to hereunder set his/her hand on the date shown below.

ASSIGNOR:  
**SEARS BRANDS, LLC**

By:   
Name: Andrew M. Johnstone  
Title: Assistant Secretary

ASSIGNEE:  
**KCD IP, LLC**

By:   
Name: Debra Cherry  
Title: Assistant Secretary

Execution Date: 3/30/12

**EXHIBIT A**

1. United States Registration No. 4,945,777 for KENMORE TRUSTED PERFORMANCE;