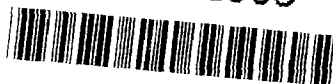


REI



08-24-2005

103067495

To the Director of the U.S. Patent and Trademark Office

documents or the new address(es) below.

1. Name of conveying party(ies)/Execution Date(s):

Sears Roebuck and Co.

Execution Date(s) 08/17/2005

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☐ Other _____

2. Name and address of receiving party(ies)

Name: Sears Brands, L.L.C.

Internal Address: _____

Street Address: 3333 Beverly Road

City: Hoffman Estates

State: Illinois

Country: USA

Zip: 60179

Additional name(s) & address(es) attached? ☐ Yes ☒ No

4. Application or patent number(s):

☐ This document is being filed together with a new application.

A. Patent Application No.(s)

09/778,311
10/304,265

B. Patent No.(s)

6,543,601

Additional numbers attached? ☐ Yes ☒ No

5. Name and address to whom correspondence concerning document should be mailed:

Name: Gary R. Jarosik

Internal Address: Greenberg Traurig, LLP

Suite 2500

Street Address: 77 W. Wacker Drive

City: Chicago

State: IL Zip: 60601-1732

Phone Number: (312) 456-6589

Fax Number: (312) 456-8435

Email Address: jarosikg@gtlaw.com

6. Total number of applications and patents involved:

3

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 120.00

- ☐ Authorized to be charged by credit card
☒ Authorized to be charged to deposit account
☐ Enclosed
☐ None required (government interest not affecting title)

8. Payment Information

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number 50-2428

Authorized User Name Gary R. Jarosik

9. Signature:

Signature

August 19, 2005

Date

Gary R. Jarosik

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents: 4

Documents to be recorded (including cover sheet) should be faxed to (703) 306-5995, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

PATENT
REEL: 016902 FRAME: 0437

PATENT ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, Sears, Roebuck and Co. (ASSIGNOR), hereby sells and assigns to **Sears Brands, L.L.C.**, ("**Assignee**"), an Illinois limited liability company, having its principal place of business at 3333 Beverly Road, Hoffman Estates, Illinois 60179, U.S.A., the entire right, title, and interest in and to all inventions, including, but not limited to, any and all U.S. and foreign patents and patent applications listed on Exhibit A, attached hereto.

ASSIGNOR also assigns to ASSIGNEE any and all reissued patents granted therefor, and all divisions and continuations thereof, including the subject-matter of any and all claims which may be obtained in every such patent, and the right to apply for and obtain patents and Utility Model Registrations which may be granted thereon in such foreign countries, and authorize and request the Commissioner of Patents and Trademarks of the United States, and any official of any other country or countries foreign to the United States whose duty it is to issue patents, to issue said Letters Patent or Utility Model Registrations to the said ASSIGNEE, its successor, assigns, nominees, or other legal representatives, as assignee of the entire interest herein assigned, and the right to sue for and collect damages for any past, present, or future infringement of the patents and applications assigned herein.

ASSIGNOR covenants that it has not executed and will not execute any agreement in conflict herewith and agrees that it will communicate to said ASSIGNEE, its successors, assigns, nominees, or other legal representatives, all facts known to it respecting said patents and applications listed on Exhibit A and all related patents and applications, whenever requested, and testify in any legal proceedings, sign all lawful papers, execute all divisional, continuing, and reissue applications, make all rightful oaths, and do all lawful acts requisite for the application for such divisional, continuing, or reissue applications, or the procuring thereof, and that if and when said ASSIGNEE, its successors, assigns, nominees, or other legal representatives desire to file a disclaimer relating thereto, it will, upon request, sign all lawful papers requisite for the filing of such disclaimer.

ASSIGNOR further covenants and agrees that it will, at any time upon request, do everything legally possible to aid said ASSIGNEE, its successors, assignees, nominees, or other legal representatives, either in his or their own names, to apply for, obtain, and enforce proper patent and/or Utility Model protection for said inventions in all countries, all without further consideration but at the expense of said ASSIGNEE, its successors, assigns, nominees, or other legal representatives.

Executed this 17th day of August, 2005 at Hoffman Estates

SEARS, ROEBUCK AND CO. (ASSIGNOR)

By: MARY Tortorice
(signature)

Printed Name: Mary Tortorice
Title: Associate General Counsel

SEARS BRANDS, LLC (ASSIGNEE)

By: Ana Cannon
(signature)

Printed Name: Ana Cannon
Title: Vice President

SUBSCRIBED and SWORN
to before me this 17th day
of August, 2005.

Sherron L. Danza
Notary Public

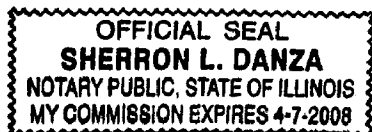


EXHIBIT A

Application No./ Patent No.	Filing Date/ Issue Date	First Named Inventor	Art Unit	Examiner	Attorney Docket No.
09/778,311	02/07/2001	Kevin Callahan	3626	Sterrett, Jonathan G.	54151.07US1
6,543,601	04/08/2003	Ruben Luevano	3651	Joseph E. Valenza	54151.15US1
10/304,265	11/26/2002	Andrew H. Wetmore	2153		54151.16US1

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