

PATENT ASSIGNMENT

Electronic Version v1.1
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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| Name | Execution Date |
| Pavel Bitz | 03/31/2010 |
| Liad Agmon | 06/08/2010 |
| RECEIVING PARTY DATA | |
| Name: | Sears Brands, L.L.C. |
| Street Address: | 3333 Beverly Road |
| City: | Hoffman Estates |
| State/Country: | ILLINOIS |
| Postal Code: | 60179 |
| PROPERTY NUMBERS Total: 1 | |
| Property Type | Number |
| Application Number: | 12645639 |
| CORRESPONDENCE DATA | |
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| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | |
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| Address Line 1: | 77 WEST WACKER DRIVE |
| Address Line 2: | Greenberg Traurig, LLP - Suite 3100 |
| Address Line 4: | CHICAGO, ILLINOIS 60601-1732 |
| ATTORNEY DOCKET NUMBER: | 054151.053400 |
| NAME OF SUBMITTER: | Gary R. Jarosik |

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Total Attachments: 3
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**PATENT
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PATENT ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, we, Pavel Bitz of Ben Yehuda 131 Apt. 4 Tel Aviv, Israel and Liad Agmon of 1730 N. Clark St., Chicago Illinois; hereby sell and assign 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., its successors, assigns, nominees, or other legal representatives, the entire right, title, and interest in and to the invention in **SYSTEMS AND METHODS FOR USING A SOCIAL NETWORK TO PROVIDE PRODUCT RELATED INFORMATION** invented by us, which has been assigned application number **12/645,639**, and the application for United States patent therefor, the declaration, and all original and 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 on applications as aforesaid, to issue said Letters Patent or Utility Model Registration to the said Assignee, its successor, assigns, nominees, or other legal representatives, as assignee of the entire interest herein assigned. We covenant that we have not executed and will not execute any agreement in conflict herewith and agree that we will communicate to said Assignee, its successors, assigns, nominees, or other legal representatives, all facts known to us respecting said invention, 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, we will, upon request, sign all lawful papers requisite for the filing of such disclaimer. We further covenant and agree that we will, at any time upon request, do everything legally possible to aid said Assignee, its successors, assignees, nominees, or other legal representatives, either in its or their own names, to apply for, obtain, and enforce proper patent and/or Utility Model protection for said invention in all countries, all without further consideration but at the expense of said Assignee, its successors, assigns, nominees, or other legal representatives.

ASSIGNOR hereby grants to the law firm of GREENBERG TRAURIG, LLP of Chicago, Illinois, authority and power to insert on this instrument any further identification which may be necessary or desirable for purposes of recordation in the United States Patent Office or the Patent Office of any foreign country.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 31st day of March, 2010.

[Handwritten signature]

Pavel Bitz (signature)

NOTARIAL CERTIFICATE

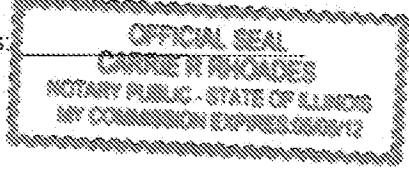
State of: Illinois)

County of: Cook) SS.

Subscribed and sworn to before me this 31st day of March, 2010.

Notary Public: *[Signature]*
(signature)

My commission expires: _____



IN TESTIMONY WHEREOF, I have hereunto set my hand this ___ day of _____, 2010.

Liad Agmon (signature)

NOTARIAL CERTIFICATE

State of: _____)

County of: _____) SS.

Subscribed and sworn to before me this _____ day of _____, 2010.

Notary Public: _____
(signature)

My commission expires: _____

CHI 56,431,837 22 12-15-09

IN TESTIMONY WHEREOF, I have hereunto set my hand this ____ day of _____, 2010.

Pasha Blitz (signature)

NOTARIAL CERTIFICATE

State of: _____)
County of: _____) SS.

Subscribed and sworn to before me this _____ day of _____, 2010.

Notary Public: _____ My commission expires: _____
(signature)

IN TESTIMONY WHEREOF, I have hereunto set my hand this 8 day of June, 2010.

Liad Agmon (signature)

NOTARIAL CERTIFICATE

State of: _____)
County of: _____) SS.

Subscribed and sworn to before me this _____ day of _____, 2010.

Notary Public: _____ My commission expires: _____
(signature)

CHI 58,431,837 22 12-15-09