

**PATENT ASSIGNMENT**

Electronic Version v1.1  
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Dana L. Schueller	08/02/2010
Marisa Lynne Brillhart	08/02/2010
Dan S. Grimm	08/02/2010
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	Sears Brands, L.L.C.
<b>Street Address:</b>	3333 Beverly Road
<b>City:</b>	Hoffman Estates
<b>State/Country:</b>	ILLINOIS
<b>Postal Code:</b>	60179
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12850722
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(312)456-8435
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>
<b>Phone:</b>	312-456-8400
<b>Email:</b>	chiipmail@gtlaw.com
<b>Correspondent Name:</b>	Gary R. Jarosik
<b>Address Line 1:</b>	77 WEST WACKER DRIVE
<b>Address Line 2:</b>	Greenberg Traurig, LLP - Suite 3100
<b>Address Line 4:</b>	CHICAGO, ILLINOIS 60601-1732
<b>ATTORNEY DOCKET NUMBER:</b>	54151.31US3
<b>NAME OF SUBMITTER:</b>	Gary R. Jarosik

Total Attachments: 2  
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**PATENT  
 REEL: 024792 FRAME: 0670**

**CH \$40.00 12850722**



**PATENT ASSIGNMENT**

For good and valuable consideration, receipt of which is hereby acknowledged, we, Dana L. Schueller of 2837 N. Cambridge, Unit 2, Chicago, Illinois 60657; Marisa Lynne Brillhart of 2151 W. Evergreen Ave., Unit 302, Chicago, Illinois 60622; and Dan S. Grimm of 621 S. Plymouth Court, Apt. 210, Chicago, Illinois 60605, 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 **SYSTEM AND METHOD FOR USING A MOBILE DEVICE TO FOLLOW A PRICE FOR AN ITEM** invented by us, which has been assigned application number 12/850 722, 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 TRAUIG, 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.

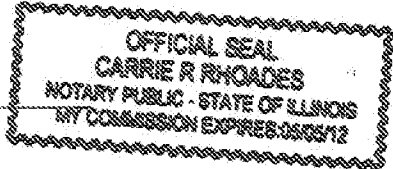
IN TESTIMONY WHEREOF, I have hereunto set my hand this 2 day of August, 2010.

Dana L. Schueller  
Dana L. Schueller (signature)

NOTARIAL CERTIFICATE

State of: Illinois )  
County of: Cook ) SS.

Subscribed and sworn to before me this 2nd day of August, 2010.  
Notary Public: Carrie R Rhoades (signature) My commission expires: \_\_\_\_\_



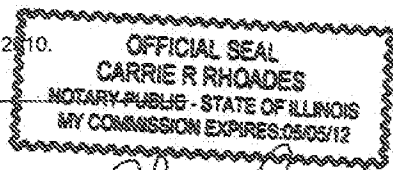
IN TESTIMONY WHEREOF, I have hereunto set my hand this 20 day of August, 2010.

Marisa Lynne Brillhart  
Marisa Lynne Brillhart (signature)

NOTARIAL CERTIFICATE

State of: Illinois )  
County of: Cook ) SS.

Subscribed and sworn to before me this 2nd day of August, 2010.  
Notary Public: Carrie R Rhoades (signature) My commission expires: \_\_\_\_\_



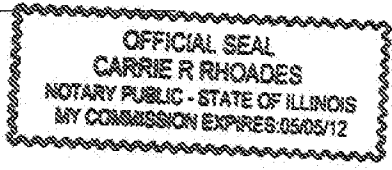
IN TESTIMONY WHEREOF, I have hereunto set my hand this 20 day of August, 2010.

Dan S. Grimm  
Dan S. Grimm (signature)

NOTARIAL CERTIFICATE

State of: Illinois )  
County of: Cook ) SS.

Subscribed and sworn to before me this 2nd day of August, 2010.  
Notary Public: Carrie R Rhoades (signature) My commission expires: \_\_\_\_\_



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