

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT												
NATURE OF CONVEYANCE:	ASSIGNMENT												
CONVEYING PARTY DATA													
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Dana L. Schueller</td> <td>04/06/2011</td> </tr> <tr> <td>Marisa Lynne Brillhart</td> <td>04/06/2011</td> </tr> <tr> <td>Dan S. Grimm</td> <td>04/06/2011</td> </tr> <tr> <td>John Johnson</td> <td>04/06/2011</td> </tr> <tr> <td>Shubham Agarwal</td> <td>04/06/2011</td> </tr> </tbody> </table>		Name	Execution Date	Dana L. Schueller	04/06/2011	Marisa Lynne Brillhart	04/06/2011	Dan S. Grimm	04/06/2011	John Johnson	04/06/2011	Shubham Agarwal	04/06/2011
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Shubham Agarwal	04/06/2011												
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													
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13086903</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13086903								
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Application Number:	13086903												
CORRESPONDENCE DATA													
Fax Number:	(312)456-8435												
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>													
Phone:	312-456-8400												
Email:	chiipmail@gtlaw.com												
Correspondent Name:	Gary R. Jarosik												
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:	54151.31US4												
NAME OF SUBMITTER:	Gary R. Jarosik												
Total Attachments: 3 source=Assignment13086903#page1.tif source=Assignment13086903#page2.tif source=Assignment13086903#page3.tif													

CH \$40.00 13086903

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; Dan S. Grimm of 621 S. Plymouth Court, Apt. 210, Chicago, Illinois 60605; John Johnson of 5116 Lady Fern Circle, Charlotte, North Carolina 28211; and Shubham Agarwal of 1012 North Plum Grove Rd., Apt. 106, Schaumburg, Illinois 60173, 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 LOCATE A FOLLOWED ITEM IN A RETAIL STORE** invented by us, which has been assigned application number 13/086,903, 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 TRAUERIG, 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 6 day of April, 2011.

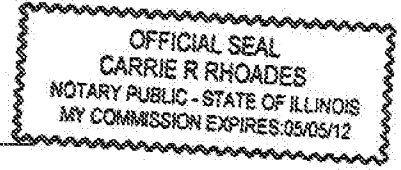
Dana L. Schueller
Dana L. Schueller (signature)

NOTARIAL CERTIFICATE

State of: Illinois
County of: Cook) SS.

Subscribed and sworn to before me this 6 day of April, 2011.

Notary Public: Carrie R Rhoades My commission expires: _____
(signature)



IN TESTIMONY WHEREOF, I have hereunto set my hand this 6 day of April, 2011.

Marisa Lynne Brillhart
Marisa Lynne Brillhart (signature)

NOTARIAL CERTIFICATE

State of: Illinois
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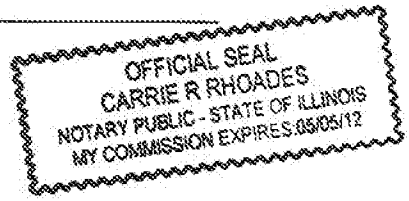
Dan S. Grimm
Dan S. Grimm (signature)

NOTARIAL CERTIFICATE

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(signature)



IN TESTIMONY WHEREOF, I have hereunto set my hand this 14th day of April, 2011.

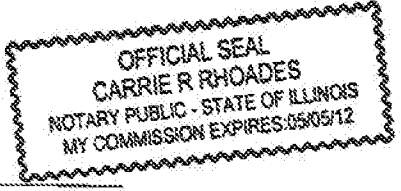
[Signature]
John Johnson (signature)

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(signature)



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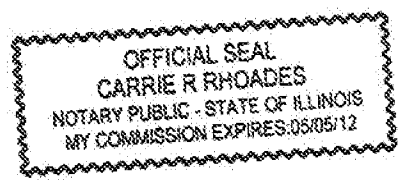
[Signature]
Shubham Agarwal (signature)

NOTARIAL CERTIFICATE

State of: Illinois
County of: Cook) SS.

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Notary Public: [Signature] My commission expires: _____
(signature)



CHI 56,431,837v19