

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>Gadi Lifshitz</td> <td>02/07/2012</td> </tr> <tr> <td>Gilad Opher</td> <td>02/07/2012</td> </tr> <tr> <td>Guy Ephraim</td> <td>02/07/2012</td> </tr> </tbody> </table>		Name	Execution Date	Gadi Lifshitz	02/07/2012	Gilad Opher	02/07/2012	Guy Ephraim	02/07/2012
Name	Execution Date								
Gadi Lifshitz	02/07/2012								
Gilad Opher	02/07/2012								
Guy Ephraim	02/07/2012								
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>13364441</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13364441				
Property Type	Number								
Application Number:	13364441								
CORRESPONDENCE DATA									
Fax Number:	(312)456-8435								
Phone:	3124568400								
Email:	chiipmail@gtlaw.com								
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>									
Correspondent Name:	Gary R. Jarosik								
Address Line 1:	77 W. Wacker Drive								
Address Line 2:	Greenberg Traurig, LLP - Suite 3100								
Address Line 4:	Chicago, ILLINOIS 60601-1732								
ATTORNEY DOCKET NUMBER:	054151.080154								
NAME OF SUBMITTER:	Gary R. Jarosik								
Total Attachments: 2 source=Assignment13364441#page1.tif source=Assignment13364441#page2.tif									

CH \$40.00 13364441

PATENT ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, we, **Gadi Lifshitz** of 9 Hakfar St., Kiryat Ono, Israel; **Gilad Opher** of Kvutzat Shiller (Kibbutz) 76802, Israel; and **Guy Ephraim** of 7 Shprintzak St., Tel Aviv, Israel; 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 **METHODS AND SYSTEMS FOR PROVIDING LOCATION BASED ASSISTANCE VIA A MOBILE DEVICE** invented by us, which has been assigned application number **13/364,441**, 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, assigns, 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.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 7th day of February, 2012.

Gadi Lifshitz (signature)

NOTARIAL CERTIFICATE

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

Subscribed and sworn to before me this _____ day of _____, 2012.

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

IN TESTIMONY WHEREOF, I have hereunto set my hand this 7th day of February, 2012.

[Signature]
Gilad Opher (signature)

NOTARIAL CERTIFICATE

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

Subscribed and sworn to before me this _____ day of _____, 2012.

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

IN TESTIMONY WHEREOF, I have hereunto set my hand this 7th day of February, 2012.

[Signature]
Guy Ephraim (signature)

NOTARIAL CERTIFICATE

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

Subscribed and sworn to before me this _____ day of _____, 2012.

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

CHI 56,431,837v27