

## PATENT ASSIGNMENT

Electronic Version v1.1  
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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>Eric Thomas Hillerbrand</td> <td>03/31/2009</td> </tr> <tr> <td>Kelly Joseph Wical</td> <td>03/30/2009</td> </tr> </tbody> </table>		Name	Execution Date	Eric Thomas Hillerbrand	03/31/2009	Kelly Joseph Wical	03/30/2009
Name	Execution Date						
Eric Thomas Hillerbrand	03/31/2009						
Kelly Joseph Wical	03/30/2009						
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>12755702</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12755702		
Property Type	Number						
Application Number:	12755702						
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:	054151.063400						
NAME OF SUBMITTER:	Gary R. Jarosik						
Total Attachments: 2 source=Assignment12755702#page1.tif source=Assignment12755702#page2.tif							

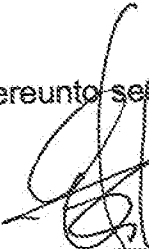
CH \$40.00 12755702

PATENT ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, we, Eric Thomas Hillerbrand of 634 Prairie Avenue, Wilmette, Illinois 60091 and Kelly Joseph Wical of 151 W. Wing Street #508, Arlington Heights, Illinois 60005; 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 all aspects of the invention described in the application entitled **AN ONLINE SOCIAL NETWORKING SYSTEM FOR CONDUCTING COMMERCE** invented by us, which has been assigned application number 61/212,171, the application for United States patent therefor, all original and reissued patents granted therefrom, and all divisions, continuations, and applications otherwise claiming the benefit thereof, including the subject-matter of any and all claims which may be obtained in every patent issued from such applications, 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.

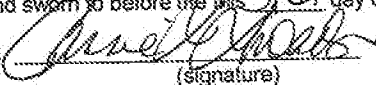
IN TESTIMONY WHEREOF, I have hereunto set my hand this 31<sup>st</sup> day of March, 2009.

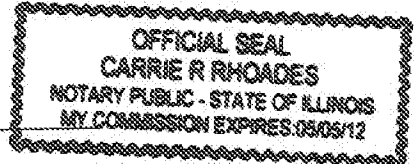
  
Eric Thomas Hillerbrand (signature)

NOTARIAL CERTIFICATE

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

Subscribed and sworn to before me this 31<sup>st</sup> day of March, 2009.

Notary Public:  My commission expires: \_\_\_\_\_  
(signature)



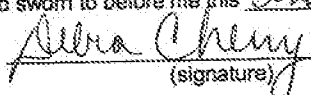
IN TESTIMONY WHEREOF, I have hereunto set my hand this 30 day of MARCH, 2009.

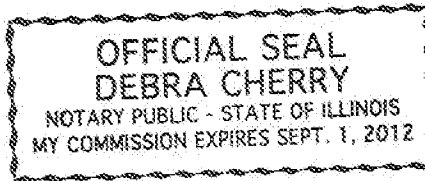
  
Kelly Joseph Wical (signature)

NOTARIAL CERTIFICATE

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

Subscribed and sworn to before me this 30<sup>th</sup> day of March, 2009.

Notary Public:  My commission expires: 9-1-2012  
(signature)



56,431,837v15