

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>Eran Avigdor Lendner</td> <td>02/28/2012</td> </tr> <tr> <td>Prashant Kumar</td> <td>04/26/2012</td> </tr> <tr> <td>Mark Seth Bonchek</td> <td>02/29/2012</td> </tr> <tr> <td>Vanina Delobelle Chateau-Artaud</td> <td>02/23/2012</td> </tr> <tr> <td>Justin Marcus Cassey</td> <td>03/13/2012</td> </tr> <tr> <td>Ilona Piwko</td> <td>02/28/2012</td> </tr> </tbody> </table>		Name	Execution Date	Eran Avigdor Lendner	02/28/2012	Prashant Kumar	04/26/2012	Mark Seth Bonchek	02/29/2012	Vanina Delobelle Chateau-Artaud	02/23/2012	Justin Marcus Cassey	03/13/2012	Ilona Piwko	02/28/2012
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<table border="1"> <tr> <td>Name:</td> <td>Sears Brands, L.L.C.</td> </tr> <tr> <td>Street Address:</td> <td>3333 Beverly Road</td> </tr> <tr> <td>City:</td> <td>Hoffman Estates</td> </tr> <tr> <td>State/Country:</td> <td>ILLINOIS</td> </tr> <tr> <td>Postal Code:</td> <td>60179</td> </tr> </table>		Name:	Sears Brands, L.L.C.	Street Address:	3333 Beverly Road	City:	Hoffman Estates	State/Country:	ILLINOIS	Postal Code:	60179				
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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:	Keith R. Jarosik														
Address Line 1:	Greenberg Traurig, LLP														
Address Line 2:	77 West Wacker Drive, Suite 3100														
Address Line 4:	Chicago, ILLINOIS 60601														
ATTORNEY DOCKET NUMBER:	054151.171US2 (080133)														

CH \$40.00 13323037

NAME OF SUBMITTER:

Keith R. Jarosik

Total Attachments: 7

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PATENT ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, we, Eran Avigdor **Lendner** of 1001 W. Madison St, Apt. 505, Chicago, Illinois 60607; Prashant **Kumar** of 1469 E. Evergreen Drive, Apt. 201, Palatine, Illinois 60074; Mark Seth **Bonchek** of 6 Highmeadow Road, Weston, Massachusetts 02493; Vanina Delobelle **Chateau-Artaud** of 2988 Langston Circle, St. Charles, Illinois 60175; Justin Marcus **Cassey** of 100 E. Station Street #336, Barrington, Illinois 60010; and **Ilona Piwko** of 435 Alles St., Unit 407, Des Plaines, Illinois 60016, 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 DISTRIBUTING CUSTOMIZABLE AND SHAREABLE TIERED OFFERS** invented by us, which has been assigned application number **13/323,037**, 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.

IN TESTIMONY WHEREOF, I have hereunto set my hand this 23 day of February, 2012.

Eran Avigdor Lenderer (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 ___ day of _____, 2012.

Prashant Kumar (signature)

NOTARIAL CERTIFICATE

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

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

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

IN TESTIMONY WHEREOF, I have hereunto set my hand this ___ day of _____, 2012.

Mark Seth Bonchek (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 ____ day of _____, 2012.

Eran Avigdor Lendner (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 26 day of April, 2012.



Prashant Kumar (signature)

NOTARIAL CERTIFICATE

State of: _____ }
County of: _____ } SS.

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

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

IN TESTIMONY WHEREOF, I have hereunto set my hand this ____ day of _____, 2012.

Mark Seth Bonchek (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 ___ day of _____, 2012.

Eran Avigdor Lendner (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 ___ day of _____, 2012.

Prashant Kumar (signature)

NOTARIAL CERTIFICATE

State of: _____ }
County of: _____ } SS.

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

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

IN TESTIMONY WHEREOF, I have hereunto set my hand this 29th day of Feb, 2012.

Mark Seth Bonchek
Mark Seth Bonchek (signature)

NOTARIAL CERTIFICATE

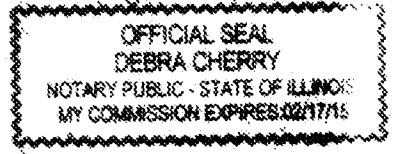
State of: _____ }
County of: _____ } SS.

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 2nd day of Feb, 2012.

[Signature]
Vanina Delobelle Chateau-Artaud (signature)



NOTARIAL CERTIFICATE

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

Subscribed and sworn to before me this 2nd day of February, 2012.
Notary Public: Debra Cherry My commission expires: 2-17-15
(signature)

IN TESTIMONY WHEREOF, I have hereunto set my hand this ____ day of _____, 2011.

Justin Marcus Cassey (signature)

NOTARIAL CERTIFICATE

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

Subscribed and sworn to before me this _____ day of _____, 2011.
Notary Public: _____ My commission expires: _____
(signature)

IN TESTIMONY WHEREOF, I have hereunto set my hand this ____ day of _____, 2011.

Liona Piwko (signature)

NOTARIAL CERTIFICATE

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

Subscribed and sworn to before me this _____ day of _____, 2011.
Notary Public: _____ My commission expires: _____
(signature)

CHI 56,431,837v30

IN TESTIMONY WHEREOF, I have hereunto set my hand this ___ day of _____, 2012.

Vanina Delbelle Chateau-Artaud (signature)

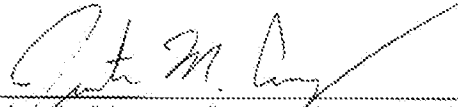
NOTARIAL CERTIFICATE

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 12 day of April, 2012.



Justin Marcus Cassey (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 ___ day of _____, 2012.

Ilona Piwko (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 56,431,837v30

IN TESTIMONY WHEREOF, I have hereunto set my hand this ___ day of _____, 2012.

Vanina Delobelle Chateau-Artaud (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 ___ day of _____, 2012.

Justin Marcus Cassey (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 28 day of February, 2012.


Ilona Piwko (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 56,431,837v30

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