

## PATENT ASSIGNMENT

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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>Michelle Bohannon</td> <td>08/20/2012</td> </tr> <tr> <td>Daran Redenbaugh</td> <td>08/21/2012</td> </tr> <tr> <td>Jim Williams</td> <td>08/21/2012</td> </tr> <tr> <td>Bob Whiting</td> <td>08/21/2012</td> </tr> <tr> <td>Laura Lee</td> <td>08/20/2012</td> </tr> <tr> <td>John Burger</td> <td>08/20/2012</td> </tr> <tr> <td>Kevin Meyer</td> <td>08/21/2012</td> </tr> </tbody> </table>		Name	Execution Date	Michelle Bohannon	08/20/2012	Daran Redenbaugh	08/21/2012	Jim Williams	08/21/2012	Bob Whiting	08/21/2012	Laura Lee	08/20/2012	John Burger	08/20/2012	Kevin Meyer	08/21/2012
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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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Application Number:	13494426																
CORRESPONDENCE DATA																	
Fax Number:	3127758100																
Phone:	312-775-8000																
Email:	mhmpto@mcandrews-ip.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:	McAndrews, Held & Malloy, Ltd.																
Address Line 1:	500 W. Madison St.																
Address Line 2:	34th Fl.																
Address Line 4:	Chicago, ILLINOIS 60661																

CH \$40.00 13494426

ATTORNEY DOCKET NUMBER:	25499US01
NAME OF SUBMITTER:	Ognyan I. Beremski
<p>Total Attachments: 8</p> <p>source=25499US01_Assignment_executed#page1.tif</p> <p>source=25499US01_Assignment_executed#page2.tif</p> <p>source=25499US01_Assignment_executed#page3.tif</p> <p>source=25499US01_Assignment_executed#page4.tif</p> <p>source=25499US01_Assignment_executed#page5.tif</p> <p>source=25499US01_Assignment_executed#page6.tif</p> <p>source=25499US01_Assignment_executed#page7.tif</p> <p>source=25499US01_Assignment_executed#page8.tif</p>	

## ASSIGNMENT

Case No.:	25499US01	Serial No.:	13/494,426
Inventors:	Michelle Bohannon; Daran Redenbaugh Jim Williams; Bob Whiting Laura Lee; John Burger; Kevin Meyer	Filed:	June 12, 2012

In consideration of One Dollar (\$1.00) and other good and valuable considerations in hand paid, the receipt and sufficiency whereof are hereby acknowledged, each of the undersigned hereby assigns to Sears Brands, L.L.C., incorporated under the laws of the state of Illinois, its successors and assigns, the entire right, title and interest in the invention or improvements of the undersigned disclosed in an application for Letters Patent of the United States, entitled: "METHODS AND SYSTEMS FOR PROVIDING CUSTOM ERROR PAGES FOR RETAIL APPLICATIONS" and identified as File No. 25499US01, in the offices of McANDREWS, HELD & MALLOY, LTD., and in said application and any and all other applications, both United States and foreign, which the undersigned may file, either solely or jointly with others, on said invention or improvements, and in any and all Letters Patent of the United States and foreign countries, which may be obtained on any of said applications, and in any continuation, continuation-in-part, divisional, re-examination, reissue or extension of such patents, and further assigns to said assignee the priority right provided by the International Convention.

Each of the undersigned hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to said assignee.

Each of the undersigned hereby authorizes and requests the attorneys of record in said application to insert in this assignment the filing date and serial number of said application when officially known.

Each of the undersigned warrants himself/herself to be the owner of the entire right, title and interest in said invention or improvements and to have the right to make this assignment, and further warrants that there are no outstanding prior assignments, licenses, or other encumbrances on the interest herein assigned.

For said considerations, each of the undersigned hereby agrees, upon the request and at the expense of said assignee, its successors and assigns, to execute any and all continuation, continuation-in-part, divisional, re-examination, extension, and substitute applications for said invention or improvements, and any necessary oath, affidavit or declaration relating thereto, and any application for the reissue, re-examination, or extension of any Letters Patent that may be granted upon said application, and any and all applications and other document for Letters Patent in foreign countries on said invention or improvements, that said assignee, its successors or assigns may deem necessary or expedient, and for the said considerations each of the undersigned authorizes said assignee to apply for patents for said invention or improvements in its own name in such countries where such procedure is proper and further agrees, upon the request of said assignee, its successors and assigns, to cooperate to the best of the ability of the undersigned with said assignee, its successors and assigns, in any proceedings or transactions involving such applications or patents, including the preparation and execution of preliminary statements, giving and producing evidence and performing any and all other acts necessary to obtain said Letters Patent, both United States and foreign, and vest all rights therein hereby conveyed in the assignee, its successors and assigns, whereby said Letters Patent will be held and enjoyed by the said assignee, its successors and assigns, to the full end of the term for which said

Letters Patent will be granted, as fully and entirely as the same would have been held and enjoyed by the undersigned if this assignment had not been made.

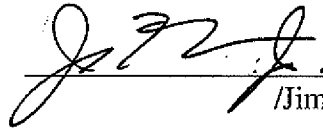
WITNESS my hand this 20<sup>th</sup> day of August, 2012.

Michelle Bohannon  
/Michelle Bohannon/

WITNESS my hand this 21 day of August, 2012.


  
/Daran Redenbaugh/

WITNESS my hand this 21<sup>st</sup> day of August, 2012.

A handwritten signature in cursive script, appearing to read "Jim Williams", written over a horizontal line.

/Jim Williams/

WITNESS my hand this 21<sup>st</sup> day of August, 2012.

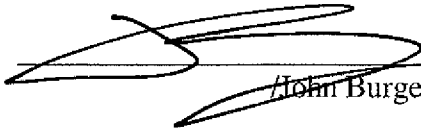
  
\_\_\_\_\_  
/Bob Whiting/

WITNESS my hand this 20<sup>th</sup> day of August, 2012.

  
\_\_\_\_\_  
/Laura Lee/



WITNESS my hand this 20<sup>th</sup> day of AUGUST, 2012.

  
/John Burger/

WITNESS my hand this 21<sup>st</sup> day of August, 2012.

  
\_\_\_\_\_  
/Kevin Meyer/