

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

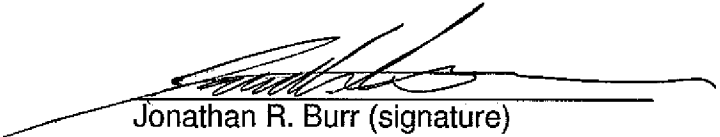
EPAS ID: PAT2967836

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
JONATHAN R. BURR	07/29/2014
MUKUND SRINIVASAN	06/25/2014
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	
Property Type	Number
Application Number:	14321328
CORRESPONDENCE DATA	
Fax Number:	(312)775-8100
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	312-775-8000
Email:	mhmpto@mcandrews-ip.com
Correspondent Name:	MCANDREWS, HELD & MALLOY, LTD.
Address Line 1:	500 W. MADISON ST.
Address Line 2:	34TH FL.
Address Line 4:	CHICAGO, ILLINOIS 60661
ATTORNEY DOCKET NUMBER:	27810US01
NAME OF SUBMITTER:	KEVIN E. BORG
SIGNATURE:	/Kevin E. Borg/
DATE SIGNED:	08/05/2014
Total Attachments: 3	
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PATENT ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, we, Jonathan R. **Burr** of 11850 Winding Trails Drive, Willow Springs, IL 60480, and Mukund **Srinivasan** of 1509 N. Saint Marks Place, Palatine, IL 60067, 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 PERSONALIZED ADD-ON PURCHASE** invented by us, which has been assigned application number 14/321,328, 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 29 day of July, 2014.


Jonathan R. Burr (signature)

NOTARIAL CERTIFICATE

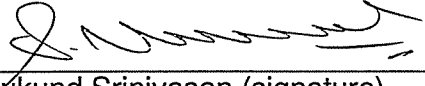
State of: Illinois)
County of: Cook) ss.

Subscribed and sworn to before me this 29 day of July, 2014.

Notary Public:  My commission expires: _____
(signature)

OFFICIAL SEAL
DEBBIE A KERSHNER
Notary Public - State of Illinois
My Commission Expires Jul 30, 2017

IN TESTIMONY WHEREOF, I have hereunto set my hand this 25th day of JUNE, 2014.

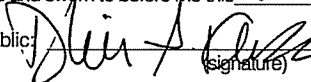

Mukund Srinivasan (signature)

NOTARIAL CERTIFICATE

State of: Illinois)

County of: Cook) SS.

Subscribed and sworn to before me this 25 day of June, 2014.

Notary Public:  My commission expires: _____
(signature)

