

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
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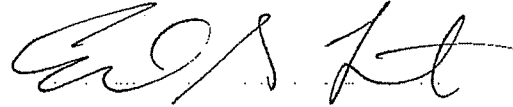
EPAS ID: PAT3408273

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
EDWARD S. LAMPERT	06/22/2015
LEENA MUNJAL	04/20/2015
VARUN REDDY AGASTI	04/21/2015
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:	14693263
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
Address Line 4:	CHICAGO, ILLINOIS 60661
ATTORNEY DOCKET NUMBER:	27824US02
NAME OF SUBMITTER:	KEVIN E. BORG
SIGNATURE:	/Kevin E. Borg/
DATE SIGNED:	06/23/2015
Total Attachments: 4	
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PATENT ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, we, Edward S. **Lampert** of 1170 Kane Concourse, Bay Harbor, FL 33154, Leena **Munjal** of 4341 Bunker Hill Drive, Algonquin, IL 60102, and Varun Reddy **Agasti** of 5 Hithergreen Court, Algonquin, IL 60102, 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 PROVIDING DYNAMIC PRODUCT OFFERINGS** invented by us, which has been assigned application number **14/693,263**, 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 me 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 22nd day of June, 2015.



Edward S. Lampert (signature)

NOTARIAL CERTIFICATE

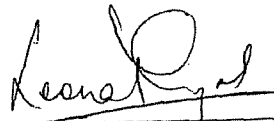
State of: Connecticut)
County of: Fairfield) ss.

Subscribed and sworn to before me this 22nd day of June, 2015.

Notary Public: Dawn Presutti My commission expires: 3/31/18
(signature)

DAWN PRESUTTI
NOTARY PUBLIC OF CONNECTICUT
ID # 163673
My Commission Expires 3/31/2018

IN TESTIMONY WHEREOF, I have hereunto set my hand this 20 day of April, 2015.



Leena Munjal (signature)

NOTARIAL CERTIFICATE

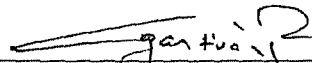
State of: Illinois)
County of: Cook) SS.

Subscribed and sworn to before me this 20th day of April, 2015.

Notary Public: Cheryl Paspirgelis My commission expires: 12/17/2017
(signature)



IN TESTIMONY WHEREOF, I have hereunto set my hand this 21 day of April, 2015.


Varun Reddy Agasti (signature)

NOTARIAL CERTIFICATE

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

Subscribed and sworn to before me this 21st day of April, 2015.

Notary Public: Cheryl Paspargelis My commission expires: 12/17/2017
(signature)

