

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3468168

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	FREDERICK W. SKOLER	07/28/2014
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:	14444457	
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:	27868US01	
NAME OF SUBMITTER:	KEVIN E. BORG	
SIGNATURE:	/Kevin E. Borg/	
DATE SIGNED:	08/04/2015	
Total Attachments: 2		
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PATENT ASSIGNMENT

For good and valuable consideration, receipt of which is hereby acknowledged, I, Frederick W. **Skoler** of 539 North Avenue, Barrington, IL 60010, 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 **METHOD AND SYSTEM FOR AUTOMATED TARGETED POLLING VIA AN E-COMMERCE PROMOTIONS PLATFORM** invented by me, which has been assigned application number **14/444,457**, 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. I covenant that I have not executed and will not execute any agreement in conflict herewith and agree that I 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, I will, upon request, sign all lawful papers requisite for the filing of such disclaimer. I further covenant and agree that I 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.

July IN TESTIMONY WHEREOF, I have hereunto set my hand this 28 day of
_____, 2014.

Frederick W. Skoler
Frederick W. Skoler (signature)

NOTARIAL CERTIFICATE

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

Subscribed and sworn to before me this 28 day of July, 2014.

Notary Public: Debbie A. Kershner My commission expires: _____
(signature)

