

EXHIBIT 1

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office **Reg. No. 1,696,168**
Registered June 23, 1992

**TRADEMARK
PRINCIPAL REGISTER**

DIE-HARD

**SEARS, ROEBUCK AND CO. (NEW YORK
CORPORATION)
SEARS TOWER
CHICAGO, IL 60684**

**FIRST USE 12-5-1975; IN COMMERCE
12-5-1975.**

SER. NO. 74-099,621, FILED 9-21-1990.

FOR: HATS, IN CLASS 25 (U.S. CL. 39).

ROBERT J. CROWE, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cl.: 39

United States Patent and Trademark Office

Reg. No. 1,781,544

Registered July 13, 1993

**TRADEMARK
PRINCIPAL REGISTER**

DIEHARD

SEARS, ROEBUCK AND CO. (NEW YORK
CORPORATION)
3333 BEVERLY ROAD
HOFFMAN ESTATES, IL 60179

FIRST USE 12-0-1983; IN COMMERCE
12-0-1983.

OWNER OF U.S. REG. NO. 1,696,168.

SER. NO. 74-333,603, FILED 11-23-1992.

FOR: FOOTWEAR, IN CLASS 25 (U.S. CL. 39).

ODETTE BONNET, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,276,072

United States Patent and Trademark Office

Registered Sep. 7, 1999

**TRADEMARK
PRINCIPAL REGISTER**

DIEHARD

**SEARS, ROEBUCK AND CO. (NEW YORK
CORPORATION)
3333 BEVERLY ROAD
HOFFMAN ESTATES, IL 60179**

**FIRST USE 10-27-1978; IN COMMERCE
10-27-1978.**

**OWNER OF U.S. REG. NOS. 858,218 AND
1,264,064.**

**FOR: BATTERIES FOR MOTORCYCLES,
TRACTORS, MARINE EQUIPMENT, NAMELY
BOATS AND BATTERY CHARGERS, IN CLASS
9 (U.S. CLS. 21, 23, 26, 36 AND 38).**

SER. NO. 75-525,906, FILED 7-27-1998.

JAMES GRIFFIN, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 2,628,203

Registered Oct. 1, 2002

**TRADEMARK
PRINCIPAL REGISTER**

DieHard

**SEARS, ROEBUCK AND CO. (NEW YORK COR-
PORATION)
3333 BEVERLY ROAD
HOFFMAN ESTATES, IL 60179**

**OWNER OF U.S. REG. NOS. 58,218, 2,458,512 AND
OTHERS.**

**FOR: CLOTHING, NAMELY, HATS AND WORK
BOOTS, IN CLASS 25 (U.S. CLS. 22 AND 39).**

SER. NO. 76-346,448, FILED 12-7-2001.

FIRST USE 12-5-1975; IN COMMERCE 12-5-1975.

NICHOLAS FERRANTE, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

United States Patent and Trademark Office

Reg. No. 2,677,217

Registered Jan. 21, 2003

**TRADEMARK
PRINCIPAL REGISTER**

DieHard

SEARS, ROEBUCK AND CO. (NEW YORK COR-
PORATION)
3333 BEVERLY ROAD
HOFFMAN ESTATES, IL 60179

FOR: BATTERIES, NAMELY BATTERIES FOR
MOTORCYCLES, TRACTORS, WHEEL CHAIRS,
MARINE EQUIPMENT, NAMELY BOATS, AND
BATTERY CHARGERS, IN CLASS 9 (U.S. CLS. 21,
23, 26, 36 AND 38).

FIRST USE 7-17-1967; IN COMMERCE 7-19-1967.

OWNER OF U.S. REG. NOS. 858,218, 2,458,512 AND
OTHERS.

SER. NO. 76-346,449, FILED 12-7-2001.

NICHOLAS FERRANTE, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

United States Patent and Trademark Office

Reg. No. 2,895,818

Registered Oct. 19, 2004

**TRADEMARK
PRINCIPAL REGISTER**

DIEHARD

SEARS BRANDS, LLC (ILLINOIS LTD LIAB CO)
3333 BEVERLY ROAD
HOFFMAN ESTATES, IL 60179

FOR: BATTERIES, NAMELY, BATTERIES FOR
VEHICLES, MOTORCYCLES, TRACTORS, WHEEL
CHAIRS, MARINE EQUIPMENT, NAMELY, BOATS;
ALKALINE AND ELECTRIC BATTERIES; AND
BOOSTER CABLES , IN CLASS 9 (U.S. CLS. 21, 23,
26, 36 AND 38).

FIRST USE 7-19-1967; IN COMMERCE 7-19-1967.

OWNER OF U.S. REG. NOS. 858,218, 2,677,217 AND
OTHERS.

SER. NO. 78-317,729, FILED 10-23-2003.

ELLEN B. AWRICH, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 3,355,910

United States Patent and Trademark Office

Registered Dec. 18, 2007

**TRADEMARK
PRINCIPAL REGISTER**

DIEHARD

KCD IP, LLC (DELAWARE LTD LIAB CO)
3333 BEVERLY ROAD
HOFFMAN ESTATES, IL 60179

FOR: BATTERIES, NAMELY, RECHARGEABLE
BATTERIES, HEARING AID BATTERIES, WATCH
AND ELECTRONICS BATTERIES, AND CAMERA
BATTERIES; BATTERY CHARGER STATIONS, IN
CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 4-12-2007; IN COMMERCE 4-12-2007.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,276,072, 2,895,818
AND OTHERS.

SER. NO. 77-156,285, FILED 4-13-2007.

SARA THOMAS, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

DIEHARD

Reg. No. 3,875,643

KCD IP, LLC (DELAWARE LIMITED LIABILITY COMPANY)
3333 BEVERLY ROAD
HOFFMAN ESTATES, IL 60179

Registered Nov. 16, 2010

Int. Cl.: 9

FOR: INVERTERS, BATTERY CHARGERS, PORTABLE BATTERY CHARGERS, PORTABLE BATTERY CHARGERS WITH JUMP START CABLES, BATTERY JUMP STARTERS, PORTABLE POWER SUPPLIES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

TRADEMARK

FIRST USE 12-0-1995; IN COMMERCE 12-0-1995.

PRINCIPAL REGISTER

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,696,168, 2,276,072 AND OTHERS.

SER. NO. 77-840,248, FILED 10-2-2009.

GISELLE AGOSTO, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36 and 38

Reg. No. 2,881,737

United States Patent and Trademark Office

Registered Sep. 7, 2004

**TRADEMARK
PRINCIPAL REGISTER**

DIEHARD GOLD

SEARS BRANDS, LLC (ILLINOIS LTD LIAB CO)
3333 BEVERLY ROAD
HOFFMAN ESTATES, IL 60179

OWNER OF U.S. REG. NOS. 858,218, 2,677,217 AND
OTHERS.

FOR: BATTERIES, IN CLASS 9 (U.S. CLS. 21, 23, 26,
36 AND 38).

SER. NO. 78-298,757, FILED 9-10-2003.

FIRST USE 12-31-1989; IN COMMERCE 12-31-1989.

LAVERNE THOMPSON, EXAMINING ATTORNEY

Int. Cl.: 37

Prior U.S. Cls.: 100, 103 and 106

United States Patent and Trademark Office

Reg. No. 2,939,673

Registered Apr. 12, 2005

**SERVICE MARK
PRINCIPAL REGISTER**

DIEHARD EXPRESS

SEARS BRANDS, LLC (ILLINOIS LTD LIAB CO)
3333 BEVERLY ROAD
HOFFMAN ESTATES, IL 60179

FOR: AUTOMOTIVE REPAIR AND MAINTENANCE SERVICES, IN CLASS 37 (U.S. CLS. 100, 103 AND 106).

FIRST USE 10-0-2001; IN COMMERCE 10-0-2001.

OWNER OF U.S. REG. NOS. 1,264,064, 2,677,217 AND OTHERS.

NO CLAIM IS MADE TO THE EXCLUSIVE RIGHT TO USE "EXPRESS", APART FROM THE MARK AS SHOWN.

SER. NO. 78-274,510, FILED 7-15-2003.

LAVERNE THOMPSON, EXAMINING ATTORNEY

Int. Cl.: 25

Prior U.S. Cls.: 22 and 39

United States Patent and Trademark Office

Reg. No. 3,096,741

Registered May 23, 2006

**TRADEMARK
PRINCIPAL REGISTER**

DIEHARD DUTY

SEARS BRANDS, LLC (ILLINOIS LTD LIAB CO)
3333 BEVERLY ROAD
HOFFMAN ESTATES, IL 60179

FOR: FOOTWEAR, IN CLASS 25 (U.S. CLS. 22 AND
39).

FIRST USE 10-5-2005; IN COMMERCE 2-0-2005.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 1,696,168, 1,781,544,
AND 2,628,203.

SN 78-494,833, FILED 10-5-2004.

MAUREEN DALL, EXAMINING ATTORNEY

Int. Cl.: 9

Prior U.S. Cls.: 21, 23, 26, 36, and 38

Reg. No. 3,412,083

United States Patent and Trademark Office

Registered Apr. 15, 2008

**TRADEMARK
PRINCIPAL REGISTER**

DIEHARD PLATINUM

KCD IP, LLC (DELAWARE LTD LIAB CO)
3333 BEVERLY ROAD
HOFFMAN ESTATES, IL 60179

FOR: AUTOMOTIVE BATTERIES, IN CLASS 9
(U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-0-2007; IN COMMERCE 3-0-2007.

THE MARK CONSISTS OF STANDARD CHAR-
ACTERS WITHOUT CLAIM TO ANY PARTICULAR
FONT, STYLE, SIZE, OR COLOR.

OWNER OF U.S. REG. NOS. 2,881,736, 2,916,241,
AND OTHERS.

SN 77-012,884, FILED 10-3-2006.

DAVID C. REIHNER, EXAMINING ATTORNEY

United States of America

United States Patent and Trademark Office

DIEHARD PLATINUM

Reg. No. 3,828,624

Registered Aug. 3, 2010

Int. Cl.: 9

TRADEMARK

PRINCIPAL REGISTER

KCD IP, LLC (DELAWARE LIMITED LIABILITY COMPANY)
3333 BEVERLY ROAD
HOFFMAN ESTATES, IL 60179

FOR: BATTERIES, IN CLASS 9 (U.S. CLS. 21, 23, 26, 36 AND 38).

FIRST USE 3-4-2007; IN COMMERCE 3-4-2007.

THE MARK CONSISTS OF STANDARD CHARACTERS WITHOUT CLAIM TO ANY PARTICULAR FONT, STYLE, SIZE, OR COLOR.

SN 77-013,360, FILED 10-4-2006.

DAVID C. REIHNER, EXAMINING ATTORNEY



David J. Kappas

Director of the United States Patent and Trademark Office