

**UNITED STATES
SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

Notice of Effectiveness

Effectiveness Date: August 1, 2011 4:00 P.M.

Form: S-4

CIK: [0001310067](#)
Company Name: SEARS HOLDINGS CORP
File Number: [333-173459](#)

CIK: [0001489036](#)
Company Name: Lands' End Direct Merchants, Inc.
File Number: [333-173459-30](#)

CIK: [0001488834](#)
Company Name: A&E Home Delivery, LLC
File Number: [333-173459-29](#)

CIK: [0001488835](#)
Company Name: A&E Lawn & Garden, LLC
File Number: [333-173459-28](#)

CIK: [0001488836](#)
Company Name: A&E Signature Service, LLC
File Number: [333-173459-27](#)

CIK: [0001488837](#)
Company Name: California Builder Appliances, Inc.
File Number: [333-173459-26](#)

CIK: [0001488838](#)
Company Name: Florida Builder Appliances, Inc.
File Number: [333-173459-25](#)

CIK: [0001488998](#)
Company Name: KLC, Inc.
File Number: [333-173459-24](#)

CIK: [0001488847](#)
Company Name: Kmart.com LLC
File Number: [333-173459-23](#)

CIK: [0000056824](#)
Company Name: KMART CORP
File Number: [333-173459-22](#)

CIK: [0001229206](#)
Company Name: KMART HOLDING CORP
File Number: [333-173459-21](#)

CIK: [0001488840](#)
Company Name: Kmart of Michigan, Inc.
File Number: [333-173459-20](#)

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| CIK: | 0001488841 |
| Company Name: | Kmart of Washington LLC |
| File Number: | 333-173459-19 |

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| CIK: | 0001488842 |
| Company Name: | Kmart Stores of Illinois LLC |
| File Number: | 333-173459-18 |

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| CIK: | 0001488844 |
| Company Name: | Kmart Stores of Texas LLC |
| File Number: | 333-173459-17 |

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| CIK: | 0001488857 |
| Company Name: | StarWest, LLC |
| File Number: | 333-173459-16 |

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| CIK: | 0000799288 |
| Company Name: | LANDS END INC |
| File Number: | 333-173459-15 |

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| CIK: | 0001488848 |
| Company Name: | MyGofer LLC |
| File Number: | 333-173459-14 |

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| CIK: | 0001488849 |
| Company Name: | Private Brands, Ltd. |
| File Number: | 333-173459-13 |

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| CIK: | 0001488850 |
| Company Name: | Sears Authorized Hometown Stores, LLC |
| File Number: | 333-173459-12 |

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| CIK: | 0001488916 |
| Company Name: | Sears Brands Management Corp |
| File Number: | 333-173459-11 |

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| CIK: | 0001488979 |
| Company Name: | Sears Holdings Management Corp |
| File Number: | 333-173459-10 |

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| CIK: | 0001488915 |
| Company Name: | Sears Home Appliance Showrooms, LLC |
| File Number: | 333-173459-09 |

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| CIK: | 0001488963 |
| Company Name: | Sears Home Improvement Products, Inc. |
| File Number: | 333-173459-08 |

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| CIK: | 0001488851 |
| Company Name: | Sears Outlet Stores, L.L.C. |
| File Number: | 333-173459-07 |

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| CIK: | 0001488853 |
| Company Name: | Sears Protection Co |
| File Number: | 333-173459-06 |

CIK: [0001488852](#)
Company Name: Sears Protection Co (Florida), L.L.C.
File Number: [333-173459-05](#)

CIK: [0000088255](#)
Company Name: SEARS ROEBUCK ACCEPTANCE CORP
File Number: [333-173459-04](#)

CIK: [0000319256](#)
Company Name: SEARS ROEBUCK & CO
File Number: [333-173459-03](#)

CIK: [0001488854](#)
Company Name: Sears, Roebuck de Puerto Rico, Inc.
File Number: [333-173459-02](#)

CIK: [0001488939](#)
Company Name: SOE Inc.
File Number: [333-173459-01](#)