

# Axinn Represents Stanley Black & Decker in its Purchase of the Craftsman Brand from Sears Holdings

NEWS | 1 MIN READ

January 5, 2017

Axinn is antitrust counsel to Stanley Black & Decker, an S&P 500 global diversified industrial company, in its purchase of the Craftsman brand from Sears Holdings. The transaction provides Stanley Black & Decker with the rights to develop, manufacture and sell Craftsman-branded products in non-Sears Holdings retail, industrial and online sales channels, which currently represent 10% of Craftsman sales. Sears Holdings is to continue developing, sourcing and selling Craftsman in all Sears Holdings retail channels under a perpetual license agreement, which currently comprise 90% of Craftsman sales.

The Axinn team is led by John Harkrider, Michael Keeley and Russell Steinthal, assisted by Jeny Maier, and Michael O'Mara.

<https://www.bloomberg.com/news/articles/2017-01-05/stanley-to-buy-craftsman-brand-from-sears-for-about-900-million>

## Related People

---

John D. Harkrider  
Michael L. Keeley  
Jeny M. Maier  
Russell M. Steinthal

## Related Services

---

Antitrust

To subscribe to our publications, [click here](#).

## Featured Insights

- Stakeholders 24th Annual CYOC Career Development Conference  
**SPONSORSHIP**
- CompLaw 33rd Annual Advanced EU Brussels Conference  
**SPEAKING ENGAGEMENT**
- ALM General Counsel Conference East 2024  
**SPEAKING ENGAGEMENT    ANTITRUST**
- Global Legal Group Global Class Actions Symposium 2024  
**SPEAKING ENGAGEMENT    LITIGATION & TRIALS**
- NAPABA Convention 2024  
**SPONSORSHIP**
- Kisaco Research Pharma and Biotech Patent Litigation 2024  
**SPEAKING ENGAGEMENT    INTELLECTUAL PROPERTY**
- AIJA IP/TMT Seminar // 11th Antitrust Annual Conference  
**SPEAKING ENGAGEMENT    ANTITRUST**
- EDTX Bench Bar Conference 2024  
**SPONSORSHIP    ANTITRUST**
- Informa Connect Antitrust Texas Conference 2024

**SPEAKING ENGAGEMENT    ANTITRUST**

- LSPN North America Fall Conference 2024

**SPEAKING ENGAGEMENT    INTELLECTUAL PROPERTY**

© 2024 Axinn, Veltrop & Harkrider LLP. All Rights Reserved