

GOOD MARK
Form 4
November 23, 2004

FORM 4 UNITED STATES SECURITIES AND EXCHANGE COMMISSION
Washington, D.C. 20549

OMB APPROVAL
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Check this box if no longer subject to Section 16. Form 4 or Form 5 obligations may continue. See Instruction 1(b).

STATEMENT OF CHANGES IN BENEFICIAL OWNERSHIP OF SECURITIES

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934, Section 17(a) of the Public Utility Holding Company Act of 1935 or Section 30(h) of the Investment Company Act of 1940

(Print or Type Responses)

1. Name and Address of Reporting Person *
GOOD MARK

2. Issuer Name and Ticker or Trading Symbol
SEARS ROEBUCK & CO [S]

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

(Last) (First) (Middle)
3333 BEVERLY ROAD

(Street)

3. Date of Earliest Transaction (Month/Day/Year)
11/19/2004

____ Director
 Officer (give title below)
____ 10% Owner
____ Other (specify below)
Executive Vice President

HOFFMAN ESTATES, IL 60179

(City) (State) (Zip)

4. If Amendment, Date Original Filed(Month/Day/Year)

6. Individual or Joint/Group Filing(Check Applicable Line)
 Form filed by One Reporting Person
 Form filed by More than One Reporting Person

Table I - Non-Derivative Securities Acquired, Disposed of, or Beneficially Owned

1. Title of Security (Instr. 3)	2. Transaction Date (Month/Day/Year)	2A. Deemed Execution Date, if any (Month/Day/Year)	3. Transaction Code (Instr. 8)	4. Securities Acquired (A) or Disposed of (D) (Instr. 3, 4 and 5)	5. Amount of Securities Beneficially Owned Following Reported Transaction(s) (Instr. 3 and 4)	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	7. Nature of Indirect Ownership (Instr. 4)
			Code	V	Amount	Price	
Common Shares	11/19/2004	11/19/2004	M		4,300	\$ 40.07	D
Common Shares	11/19/2004	11/19/2004	M		8,500	\$ 44.07	D
Common Shares	11/19/2004	11/19/2004	M		5,039	\$ 31.07	D
Common Shares	11/19/2004	11/19/2004	M		2,402	\$ 56.94	D
Common Shares	11/19/2004	11/19/2004	M		1,929	\$ 47.1	D

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Common Shares	11/19/2004	11/19/2004	M	13,700	A	\$ 38.65	61,204	D	
Common Shares	11/19/2004	11/19/2004	M	27,000	A	\$ 37.94	88,204	D	
Common Shares	11/19/2004	11/19/2004	M	5,000	A	\$ 32.65	93,204	D	
Common Shares	11/19/2004	11/19/2004	S	3,000	D	\$ 52.92	90,204	D	
Common Shares	11/19/2004	11/19/2004	S	4,068	D	\$ 52.9	86,136	D	
Common Shares	11/19/2004	11/19/2004	S	3,000	D	\$ 52.89	83,136	D	
Common Shares	11/19/2004	11/19/2004	S	11,000	D	\$ 52.88	72,136	D	
Common Shares	11/19/2004	11/19/2004	S	6,000	D	\$ 52.87	66,136	D	
Common Shares	11/19/2004	11/19/2004	S	18,000	D	\$ 52.85	48,136	D	
Common Shares	11/19/2004	11/19/2004	S	1,000	D	\$ 52.82	47,136	D	
Common Shares	11/19/2004	11/19/2004	S	19,400	D	\$ 52.78	27,736	D	
Common Shares (401(k) Plan)							1,935.5922	I	401(k)

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

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(9-02)

Table II - Derivative Securities Acquired, Disposed of, or Beneficially Owned
(e.g., puts, calls, warrants, options, convertible securities)

1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemed Execution Date, if any (Month/Day/Year)	4. Transaction Code (Instr. 8)	5. Number of Derivative Securities Acquired (A) or Disposed of (D) (Instr. 3, 4, and 5)	6. Date Exercisable and Expiration Date (Month/Day/Year)	7. Title and Amount of Underlying Securities (Instr. 3 and 4)	8. Amount or	
				Code	V (A) (D)	Date Exercisable	Expiration Date	Title	Amount or

									Number of Shares
Option (Right to Buy)	\$ 56.94	11/19/2004	11/19/2004	M	2,402	<u>(1)</u>	10/01/2007	Common Shares	2,402
Option (Right to Buy)	\$ 47.1	11/19/2004	11/19/2004	M	1,929	<u>(1)</u>	02/02/2008	Common Shares	1,929
Option (Right to Buy)	\$ 40.07	11/19/2004	11/19/2004	M	4,300	<u>(1)</u>	02/02/2009	Common Shares	4,300
Option (Right to Buy)	\$ 44.07	11/19/2004	11/19/2004	M	8,500	<u>(1)</u>	03/10/2009	Common Shares	8,500
Option (Right to Buy)	\$ 31.07	11/19/2004	11/19/2004	M	5,039	<u>(1)</u>	02/01/2010	Common Shares	5,039
Option (Right to Buy)	\$ 32.65	11/19/2004	11/19/2004	M	5,000	<u>(1)</u>	10/11/2010	Common Shares	5,000
Option (Right To Buy)	\$ 38.65	11/19/2004	11/19/2004	M	13,700	<u>(1)</u>	02/14/2011	Common Shares	13,700
Option (Right to Buy)	\$ 37.94	11/19/2004	11/19/2004	M	27,000	<u>(1)</u>	10/10/2011	Common Shares	27,000

Reporting Owners

Reporting Owner Name / Address	Relationships			
	Director	10% Owner	Officer	Other
GOOD MARK 3333 BEVERLY ROAD HOFFMAN ESTATES, IL 60179			Executive Vice President	

Signatures

By: /s/ Ellis A. Regenbogen as
Attorney-in-Fact

11/19/2004

**Signature of Reporting Person

Date

Explanation of Responses:

- * If the form is filed by more than one reporting person, *see* Instruction 4(b)(v).
- ** Intentional misstatements or omissions of facts constitute Federal Criminal Violations. *See* 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).
- (1) The stock option vested in three equal annual installments beginning one year from the date of grant.

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(2) Employee Stock Option grant in consideration of service as an employee.

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, *see* Instruction 6 for procedure.

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