

GOOD MARK
Form 4
November 23, 2004

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

OMB APPROVAL
OMB Number: 3235-0287
Expires: January 31, 2005
Estimated average burden hours per response... 0.5

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

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

HOFFMAN ESTATES, IL 60179

(City) (State) (Zip)

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

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

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

5. Relationship of Reporting Person(s) to Issuer

(Check all applicable)

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

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 Beneficial Ownership (Instr. 4)
			Code	V	Amount	(A) or (D)	Price
Common Shares	11/19/2004	11/19/2004	M		4,300	A	\$ 40.07
Common Shares	11/19/2004	11/19/2004	M		8,500	A	\$ 44.07
Common Shares	11/19/2004	11/19/2004	M		5,039	A	\$ 31.07
Common Shares	11/19/2004	11/19/2004	M		2,402	A	\$ 56.94
Common Shares	11/19/2004	11/19/2004	M		1,929	A	\$ 47.1

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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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SEC 1474
(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

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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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