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To the Honorable Commissioner of Patents and Trademarks: Ple

1. Name of conveying party(ies):

STAFFORD,, William Y.
BELL, Judy
WHITTIER, Michael
CLARK, Jeremy A.

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Other _____

Execution Date: March 16, 2001

2. Name and address of receiving party(ies):

Target Brands, Inc.
33 South 6th Street
38th Floor
Minneapolis, MN 55402



4. Application number(s) or patent number(s):

If this document is being filed together with a new application, the execution date of the application is: March 16, 2001

29138749

A. Patent Application No(s).

B. Patent No(s).

5. Name and address of party to whom correspondence concerning document should be mailed:

Karl G. Schwappach, #35,786
FAEGRE & BENSON LLP
2200 Wells Fargo Center
90 South Seventh Street
Minneapolis, MN 55402-3901
612/336-3318

6. Total number of applications and patents involved: 01

7. Total fee (37 CFR 3.41) \$40.00

- ☒ Enclosed
☒ Authorized to charge any underpayment or credit any overpayment to deposit account

8. Deposit Account number: 06-0029

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9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Karl G. Schwappach, #35,786
Name of person signing

Signature

March 19, 2001
Date

Atty Docket No.: 53258-224036

Total number of pages including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:

Director - U.S. Patent and Trademark Office, Box Assignments
Washington, D.C. 20231

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03/29/2001 TLJUL1 00000005 29138749

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PATENT
REEL: 011633 FRAME: 0020

ASSIGNMENT

Whereas We, WILLIAM Y. STAFFORD, JUDY BELL, MICHAEL WHITTIER, JEREMY A. CLARK, with residences and citizenships as indicated below; have made an invention in

MERCHANDISING FIXTURE

Filed: Herewith

Serial No.: Herewith

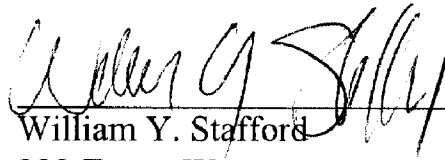
and executed an application for Letters Patent of the United States of America based thereon;

Now, therefore, for good and valuable consideration, receipt of which is acknowledged, we have individually and jointly agreed to assign and transfer and do hereby assign and transfer unto Target Brands, Inc. ("Company"), a corporation of Minnesota, having its principal office at 33 South 6th Street, 38th Floor, Minneapolis, MN 55402, its successors and assigns, the entire right, title, and interest in and to said invention and application, and in and to any division or continuation (in whole or in part) of said application, and in and to any and all improvements in said invention made by us or any of us or made jointly with others (provided any such improvement is made during, or within one year after the termination of, the employment by said Company of whichever of us, solely or jointly with one or more others, has made the same), and in and to any and all Letters Patent, reexaminations, reissues, or extensions thereof, of the United States of America and countries foreign thereto (including the right to apply for Letters Patent, Utility Models, or Inventors' Certificates in foreign countries in its own name and to claim any priority rights for such foreign applications to which such applications are entitled under international conventions, treaties, or otherwise), which have been or may be granted thereon or on any divisional, continuation (in whole or in part), renewal, reexamination, reissue, or other or further application based in whole or in part upon said invention or improvements thereon, to be held and enjoyed as fully and exclusively as they would have been by us or any of us had this assignment and transfer not been made;

We do further agree for ourselves and for our heirs, executors, and administrators, to execute and deliver without further consideration any further applications, assignments, and documents, and to perform such other acts as we lawfully may, that may be deemed necessary by said Company, its successors, assigns, and nominees, fully to secure its right, title, and interest as aforesaid and to obtain or maintain Letters Patent, Utility Models, or Inventors' Certificates in any and all countries;

And we do hereby authorize and request the Commissioner of Patents to issue any and all Letters Patent which may be granted upon any of said applications, to said Company, as the assignee of the entire right, title, and interest therein.

In witness whereof, we have hereunto signed our names on the days and years set forth below.



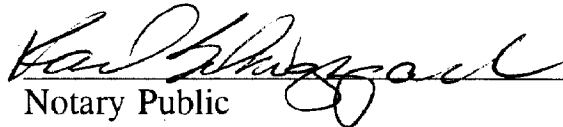
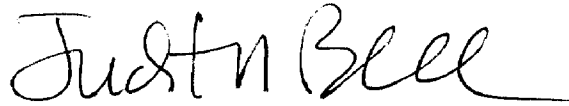
William Y. Stafford
920 Evans Way
Minnetrista, MN 55364
United States of America

STATE OF MINNESOTA

SS.

COUNTY OF HENNEPIN

On this 16th day of March, 2001, before me WILLIAM Y. STAFFORD personally appeared, to me known to be the person described in and who executed the foregoing instrument and acknowledged that he executed the same as his free act and deed.


Notary Public

Judy Bell
3329 St. Paul Avenue
Minneapolis, MN 55416
United States of America

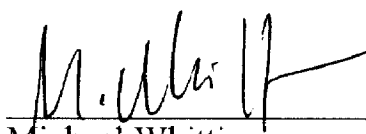
STATE OF MINNESOTA

SS.

COUNTY OF HENNEPIN

On this 16th day of March, 2001, before me JUDY BELL personally appeared, to me known to be the person described in and who executed the foregoing instrument and acknowledged that she executed the same as her free act and deed.


Notary Public



Michael Whittier

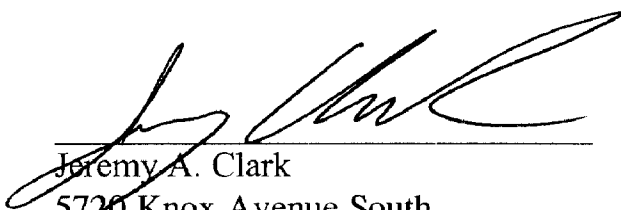
2202 Dupont Avenue South, No. 2
Minneapolis, MN 55405
United States of America

STATE OF MINNESOTA

SS.

COUNTY OF HENNEPIN

On this 16th day of March, 2001, before me MICHAEL WHITTIER personally appeared, to me known to be the person described in and who executed the foregoing instrument and acknowledged that he executed the same as his free act and deed.


Notary Public

Jeremy A. Clark

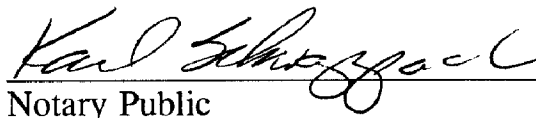
5720 Knox Avenue South
Minneapolis, MN 55419
United States of America

STATE OF MINNESOTA

SS.

COUNTY OF HENNEPIN

On this 16th day of March, 2001, before me JEREMY A. CLARK personally appeared, to me known to be the person described in and who executed the foregoing instrument and acknowledged that he executed the same as his free act and deed.


Notary Public