

Attorney Docket No. T634.120.101

FORM PTO-1595 U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

RECORDATION FORM COVER SHEET
PATENTS ONLY

To the Commissioner of Patents:
Please record the attached original documents or copy thereof.

- 1. Name of conveying party(ies):
(1) Jonah M. Scholen
(2) Blake Nielsen
(3) Raul S. Romeiro
(4) Aaron Guiden
- 2. Name and address of receiving party(ies):
Target Brands, Inc.
1000 Nicolet Mall
Minneapolis, Minnesota 55403

Additional name(s) of conveying party(ies)
attached? ___ Yes X No

Additional name(s) & address(es)
attached? ___ Yes X No

- 3. Nature of conveyance:
X Assignment ___ Merger
___ Other: _____

Execution Date(s): (1) January 20, 2005; (2) January 7, 2005; (3) December 16, 2004; and (4) December 18, 2004

- 4. Application number(s) or patent number(s):
A. Patent Application No(s):
10/958,206
B. Patent No(s):
Additional numbers attached? ___ Yes X No

- 5. Name and address of party to whom correspondence concerning document should be mailed:
- 6. Total number of applications and patents involved: 1

Customer No. 025281
William M. Hienz III
Dicke, Billig & Czaja PLLC
Suite 2250
100 South Fifth Street
Minneapolis, Minnesota 55402

- 7. Total fee (37 CFR 3.41): \$ 40.00
___ Enclosed
X Authorized to be charged to
deposit account no. 500471

- 8. Deposit Account Number: 500471
(Attach duplicate copy of this page if
paying by deposit account)

DO NOT USE THIS SPACE

- 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.

Paul S. Grunzweig
Name of Person Signing

Paul S. Grunzweig
Signature

February 8, 2005
Date

Total number of pages comprising cover sheet: 1

CH \$40.00 500471 10958206

Attorney Docket No.: T634.120.101

ASSIGNMENT

WHEREAS, We, Jonah M. Scholen, Blake Nielsen, Raul S. Romeiro, and Aaron Guiden have invented certain new and useful improvements in an ELECTRONIC PRODUCT DISPLAY SYSTEM, for which an application for Letters Patent of the United States has been made, and which may be identified in the United States Patent Office by Serial No. 10/958,206, filed October 4, 2004;

Whereas, Target Brands, Inc. ("Assignee"), having offices at 1000 Nicollet Mall, Minneapolis, Minnesota 55403, is desirous of acquiring the entire right, title and interest in and to said invention, said application and in, to and under any and all Letters Patent to be obtained therefor;

Now, therefore, for and in consideration of One Dollar (\$1.00) and other good and valuable consideration to us in hand paid by said Assignee, the receipt of which is hereby acknowledged, we have sold, assigned and transferred, and by these presents do hereby sell, assign and transfer unto the said Assignee, its successors and assigns, our entire right, title and interest in and to said invention, said application, all divisions, continuations or renewals thereof, and the Letters Patent, both foreign and domestic, that may or shall issue, therefrom including all reissues or extensions of such patents including all of our rights under the International Convention, and we do hereby authorize and request the Commissioner of Patents to issue said Letters Patent to the above mentioned Assignee in accordance herewith.

We hereby authorize said Assignee, its successors and assigns, or anyone it may properly designate, to apply for Letters Patent, in its own name if desired, in any and all foreign countries, and additionally to claim the filing date of said United States application and/or otherwise take advantage of the provisions of the International Convention.

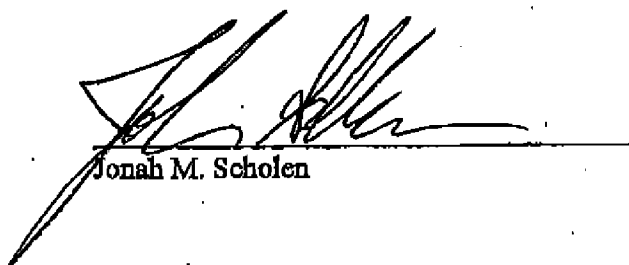
We hereby authorize the above mentioned Assignee, its successors and assigns, or anyone it may properly designate, to insert in this instrument the date of execution and/or filing date and serial number of said application when ascertained.

Upon said consideration we do hereby covenant and agree with the said Assignee, its successors and assigns, that we will not execute in writing or do any act whatsoever conflicting with these presents, and that we or our executors or administrators will at any time upon request, without further or additional consideration, but at the expense of the said Assignee, its successors and assigns, execute such additional writings and do such additional acts as said Assignee, its successors and assigns, may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, reissued or extended Letters Patent of the United States, or of any and all foreign countries on said invention, and in enforcing any rights occurring as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents.

Attorney Docket No.: T634.120.101

In Witness whereof, I have hereunto set my hand and affixed my seal as dated below.

Date: 1/20/05 (JS)


Jonah M. Scholen

Subscribed and sworn to before me this ___ day of _____, 2004.

Notary Public
(Notary Seal)

Date: _____

Blake Nielsen

Subscribed and sworn to before me this ___ day of _____, 2004.

Notary Public
(Notary Seal)

Date: _____

Raul S. Romero

Subscribed and sworn to before me this ___ day of _____, 2004.

Notary Public
(Notary Seal)

Attorney Docket No.: T634.120.101

In Witness whereof, I have hereunto set my hand and affixed my seal as dated below.

Date: _____

Jonah M. Scholen

Subscribed and sworn to before me
this ___ day of _____, 2004.

Notary Public

(Notary Seal)

Date: 1-7-05



Blake Nielsen

Subscribed and sworn to before me
this ___ day of _____, 2004.

Notary Public

(Notary Seal)

Date: _____

Raul S. Romeiro

Subscribed and sworn to before me
this ___ day of _____, 2004.

Notary Public

(Notary Seal)

Attorney Docket No.: T634.120.101

In Witness whereof, I have hereunto set my hand and affixed my seal as dated below.

Date: _____

Jonah M. Scholen

Subscribed and sworn to before me
this ___ day of _____, 2004.

Notary Public

(Notary Seal)

Date: _____

Blake Nielsen

Subscribed and sworn to before me
this ___ day of _____, 2004.

Notary Public

(Notary Seal)

Date: DEC. 16/04



Raul S. Romeiro

Subscribed and sworn to before me
this ___ day of _____, 2004.

Notary Public

(Notary Seal)

Attorney Docket No.: T634.120.101

Date: 12/18/04



Aaron Guiden

Subscribed and sworn to before me
this ___ day of _____, 2004.

Notary Public

(Notary Seal)