

PATENT ASSIGNMENT

Electronic Version v1.1

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SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
Name		Execution Date
Direct Pack, Inc.		10/12/2007
RECEIVING PARTY DATA		
Name:	Target Brands, Inc.	
Street Address:	1000 Nicollet Mall	
City:	Minneapolis	
State/Country:	MINNESOTA	
Postal Code:	55403	
PROPERTY NUMBERS Total: 1		
Property Type	Number	
Application Number:	29296407	
CORRESPONDENCE DATA		
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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ATTORNEY DOCKET NUMBER:	T79.12-0013	
NAME OF SUBMITTER:	Sara Wiemerslage	
Total Attachments: 1		
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OP \$40.00 29296407

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PATENT
REEL: 019992 FRAME: 0190

ASSIGNMENT

Attorney Docket No.

2007-001264

WHEREAS, Direct Pack, Inc., a corporation, having offices at 12243 Branford Street, Sun Valley, CA 91352 ("Assignor") is a joint owner of an invention described in an application for a Design Patent of the United States entitled PACKAGE FOR FOOD PRODUCTS, the application having been executed on even date herewith, and/or being identifiable in the United States Patent and Trademark Office by Application No. 29/296,407 filed 10-19-07; and

WHEREAS, Target Brands, Inc., a corporation, having offices at 1000 Nicollet Mall, Minneapolis, Minnesota 55403, ("Assignee") is desirous of acquiring the entire right, title and interest in and to the invention, the application, and any and all Patents or similar legal protection, foreign or domestic, to be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor transfers to Assignee, its successors and assigns, Assignor's entire right, title and interest in and to the invention, the above-identified application, corresponding domestic and foreign applications, all Patents or similar legal protection issuing thereon, and all rights and benefits under any applicable treaty or convention; and Assignor authorizes the Director of the United States Patent and Trademark Office or foreign equivalent thereof to issue the Patent or similar legal protection to the Assignee.

Assignor authorizes the Assignee, its successors and assigns, to insert in this instrument the filing date and serial number of the application when ascertained.

Assignor authorizes the Assignee, its successors and assigns, or anyone it may properly designate, to apply for Patents or similar legal protection, in its own name if desired, in any and all foreign countries.

Assignor represents to the Assignee, its successors and assigns, that Assignor has not and shall not execute any writing or do any act whatsoever conflicting with this Assignment. Assignor will at any time upon request, without additional consideration, but at the expense of the Assignee, its successors and assigns, execute such additional writings and do such additional acts as the Assignee, its successors and assigns, may deem desirable to perfect its enjoyment of this grant, and render all assistance in making application for and obtaining, maintaining, and enforcing the Patents or similar legal protection on the invention in any and all countries.

Direct Pack, Inc. by

10-12-07
DATE



Craig Snedden
President