

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"><thead><tr><th>Name</th><th>Execution Date</th></tr></thead><tbody><tr><td>Michael A. Whittier</td><td>02/26/2009</td></tr><tr><td>Jeremy A. Clark</td><td>02/26/2009</td></tr><tr><td>David H. Cheney</td><td>02/26/2009</td></tr><tr><td>Joseph R. Guggenberger</td><td>02/27/2009</td></tr></tbody></table>	Name	Execution Date	Michael A. Whittier	02/26/2009	Jeremy A. Clark	02/26/2009	David H. Cheney	02/26/2009	Joseph R. Guggenberger	02/27/2009	
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Michael A. Whittier	02/26/2009										
Jeremy A. Clark	02/26/2009										
David H. Cheney	02/26/2009										
Joseph R. Guggenberger	02/27/2009										
RECEIVING PARTY DATA											
Name:	Target Brands, Inc.										
Street Address:	1000 Nicollet Mall										
Internal Address:	TPS-3165										
City:	Minneapolis										
State/Country:	MINNESOTA										
Postal Code:	55403-2467										
PROPERTY NUMBERS Total: 1											
<table border="1"><thead><tr><th>Property Type</th><th>Number</th></tr></thead><tbody><tr><td>Application Number:</td><td>29332954</td></tr></tbody></table>	Property Type	Number	Application Number:	29332954							
Property Type	Number										
Application Number:	29332954										
CORRESPONDENCE DATA											
Fax Number: (612)766-1600 <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
Phone: 612.766.7131											
Email: ljjohnson@faegre.com											
Correspondent Name: Lisa Johnson											
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Address Line 2: 2200 Wells Fargo Center											
Address Line 4: Minneapolis, MINNESOTA 55402-3901											
ATTORNEY DOCKET NUMBER:	374826										
NAME OF SUBMITTER:	Lisa Johnson										

OP \$40.00 29332954

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PATENT
REEL: 022329 FRAME: 0161

Total Attachments: 3

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PATENT

REEL: 022329 FRAME: 0162

ASSIGNMENT	Attorney Docket No.: 2008-004704-0001	Page 1 of 3
	First Named Inventor: Michael A. Whittier et al.	
	Title: FOCAL SHELF	

WHEREAS, we, **Michael A. Whittier, Jeremy A. Clark, David H. Cheney and Joseph R. Guggenberger**, have invented certain new and useful improvements as described in an application entitled **FOCAL SHELF**, in which an application was made for Letters Patent of the United States, the application having been executed on even date herewith, and/or being identified in the United States Patent and Trademark Office by Application No. **29/332,954**, filed **February 27, 2009**; and

WHEREAS, **Target Brands, Inc.**, a Corporation of the State of Minnesota, and having an address of 1000 Nicollet Mall, TPS-3165, Minneapolis, MN 55403-2467 United States ("Assignee"), is desirous of acquiring the entire right, title and interest in and to the invention, the application, and any and all Letters Patent or similar legal protection, foreign or domestic, to be obtained therefor;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, we transfer to Assignee, its successors and assigns, my entire right, title, and interest in and to the invention, the above-identified patent application, corresponding domestic applications (including provisionals, divisionals, continuations, and continuations-in-part), corresponding foreign applications, all Letters Patent or similar legal protection issuing thereon, and all rights and benefits under any applicable treaty or convention; and we authorize the Commissioner of Patents and Trademarks of the United States or foreign equivalent thereof to issue the Letters Patent or similar legal protection to the Assignee.

We authorize the Assignee, its successors and assigns, to insert in this instrument the filing date and application number of the application when ascertained. We authorize the Assignee, its successors and assigns, or anyone it may properly designate, to apply for Letters Patent or similar legal protection, in its own name if desired, in any and all foreign countries.

We represent to the Assignee, its successors and assigns, that we have not and shall not execute any writing or do any act whatsoever conflicting with this Assignment. We, or our executors or administrators, 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 Letters Patent or similar legal protection on the invention in any and all countries.

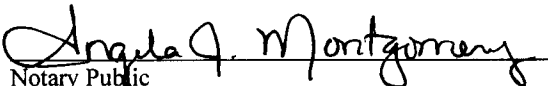

Michael A. Whittier

Date: 2/26/2009

CERTIFICATE OF ACKNOWLEDGMENT

STATE OF MINNESOTA)
: SS.
COUNTY OF HENNEPIN)

Subscribed and sworn to before me, a Notary Public,
this 26th day of February, 2009.


Notary Public

(SEAL)

F&B: 374826



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<div style="text-align: center;"> <h1>ASSIGNMENT</h1> </div>	Attorney Docket No.: 2008-004704-0001	Page 2 of 3
	First Named Inventor: Michael A. Whittier et al.	
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Page 2 of 3

Title: FOCAL SHELF

Date:

STATE OF MINNESOTA)
COUNTY OF HENNEPIN) : SS.


Angela J. Montgomery
Notary Public

 **ANGELA J. MONTGOMERY**
Notary Public
Minnesota
My Commission Expires January 31, 2010

Date:

STATE OF MINNESOTA)
) ss.
COUNTY OF HENNEPIN)

Angela J. Montgomery
Notary Public

 **ANGELA J. MONTGOMERY**
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My Commission Expires January 31, 2010

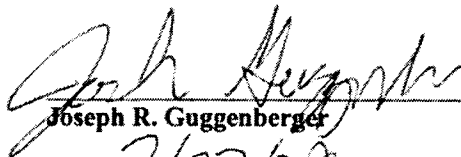
ASSIGNMENT

Attorney Docket No.: 2008-004704-0001

Page 3 of 3

First Named Inventor: Michael A. Whittier et al.

Title: FOCAL SHELF


Joseph R. Guggenberger

Date: 2/27/09

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Notary Public
(SEAL)

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