

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Brandon R. FERRARO</td> <td>02/27/2009</td> </tr> <tr> <td>Alexander D. ELLENDSON</td> <td>02/26/2009</td> </tr> <tr> <td>Timothy M. MAGNER</td> <td>02/27/2009</td> </tr> </tbody> </table>		Name	Execution Date	Brandon R. FERRARO	02/27/2009	Alexander D. ELLENDSON	02/26/2009	Timothy M. MAGNER	02/27/2009
Name	Execution Date								
Brandon R. FERRARO	02/27/2009								
Alexander D. ELLENDSON	02/26/2009								
Timothy M. MAGNER	02/27/2009								
RECEIVING PARTY DATA									
Name:	TARGET BRANDS, INC.								
Street Address:	1000 Nicollet Mall								
City:	Minneapolis								
State/Country:	MINNESOTA								
Postal Code:	55403								
PROPERTY NUMBERS Total: 1									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12394932</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12394932				
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Application Number:	12394932								
CORRESPONDENCE DATA									
Fax Number:	(480)452-0340								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	480-626-4935								
Email:	michelle.smojver@gs-iplaw.com								
Correspondent Name:	TARGET BRANDS, INC.								
Address Line 1:	1000 Nicollet Mall - TPS 3165								
Address Line 4:	Minneapolis, MINNESOTA 55403								
ATTORNEY DOCKET NUMBER:	2008-004586-0001 (0203)								
NAME OF SUBMITTER:	JoAnn M. Seaton								

Total Attachments: 6
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**PATENT
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Assignment to Target Brands, Inc.

Whereas, we,

Brandon R. FERRARO, Alexander D. ELLENDSON and Timothy M. MAGNER

have invented certain new and useful improvements described in an application for a United States patent entitled:

WEDGE SUPPORT FOR THE DISPLAY OF PLANAR PRODUCTS

Filing Date: February 27, 2009

Serial No.: 12/394,932

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 therefore.

Now, therefore, for good and valuable consideration in hand paid to us 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 divisionals, 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.

UTILITY PATENT APPLICATION
Attorney Docket No. 2008-004586-0001

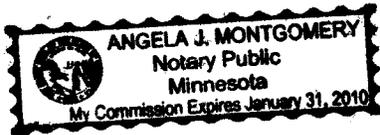
In Witness whereof, I have hereunto set my hand and affixed my seal as dated below.

Inventor's Signature: Brandon Ferraro Date: 2/27/09

Inventor's Printed Name: **Brandon R. FERRARO**

Subscribed and sworn to before me
this 27th day of February, 2009

Angela J. Montgomery
Notary Public



Inventor's Signature: _____ Date: _____

Inventor's Printed Name: **Alexander D. ELLENDSON**

Subscribed and sworn to before me
this _____ day of _____, 2009

Notary Public

Inventor's Signature: _____ Date: _____

Inventor's Printed Name: **Timothy M. MAGNER**

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Notary Public

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UTILITY PATENT APPLICATION
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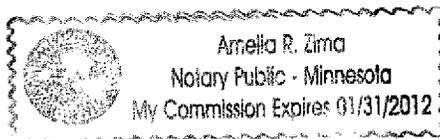
Notary Public

Inventor's Signature: Alexander D. Elendson Date: 2-26-09

Inventor's Printed Name: **Alexander D. ELLENDSON**

Subscribed and sworn to before me
this 26th day of February, 2009

Amelia R. Zima
Notary Public



Inventor's Signature: _____ Date: _____

Inventor's Printed Name: **Timothy M. MAGNER**

Subscribed and sworn to before me
this ____ day of _____, 2009

Notary Public

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this _____ day of _____, 2009

Notary Public

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Subscribed and sworn to before me
this _____ day of _____, 2009

Notary Public

Inventor's Signature:  _____ Date: 2/27/09

Inventor's Printed Name: **Timothy M. MAGNER**

Subscribed and sworn to before me
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