

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Jeremy A. Clark	04/02/2009
Michael A. Whittier	04/02/2009
David Cheney	04/02/2009
RECEIVING PARTY DATA	
Name:	Target Brands, Inc.
Street Address:	1000 Nicollet Mall
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	54403
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29335583
CORRESPONDENCE DATA	
Fax Number:	(877)769-7945
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(612) 335-5070
Email:	lls@fr.com
Correspondent Name:	Michael T. Hawkins
Address Line 1:	FISH & RICHARDSON P.C.
Address Line 2:	P.O.BOX 1022
Address Line 4:	MINNEAPOLIS, MINNESOTA 55440-1022
ATTORNEY DOCKET NUMBER:	2008-004686-0002
NAME OF SUBMITTER:	Michael T. Hawkins
Total Attachments: 4 source=24230-0013001-ASSIGNMENT-TargetInventors-Target#page1.tif	

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ASSIGNMENT

For valuable consideration, we, Jeremy A. Clark, of Minneapolis, MN; Michael A. Whittier, of Minneapolis, MN; David Cheney, of St. Paul, MN; of; hereby assign to TARGET BRANDS, INC., a corporation of Minnesota, having a place of business at 1000 Nicollet Mall, Minneapolis, Minnesota 55403, and its successors and assigns (collectively hereinafter called "the Assignee"), the entire right, title and interest throughout the world in the inventions and improvements which are subject of an application for United States Patent signed by us, entitled DISPLAY APPARATUS FOR PRODUCTS OR PRODUCT IMAGES, filed 4/17/2009, and assigned U.S. Serial Number 29/335,583, and we authorize and request the attorneys appointed in said application to hereafter complete this assignment by inserting above the filing date and serial number of said application when known; this assignment including said application, any and all United States and foreign patents, utility models, and design registrations granted for any of said inventions or improvements, and the right to claim priority based on the filing date of said application under the International Convention for the Protection of Industrial Property, the Patent Cooperation Treaty, the European Patent Convention, and all other treaties of like purposes; and we authorize the Assignee to apply in all countries in our name or in its own name for patents, utility models, design registrations and like rights of exclusion and for inventors' certificates for said inventions and improvements; and we agree for ourselves and our respective heirs, legal representatives and assigns, without further compensation to perform such lawful acts and to sign such further applications, assignments, Preliminary Statements and other lawful documents as the Assignee may reasonably request to effectuate fully this assignment.

DATE: 4-2-2009



JEREMY A. CLARK

Witnessed by:

Name: Angela Montgomery

Date: 4/2/09

DATE: 4/2/2009

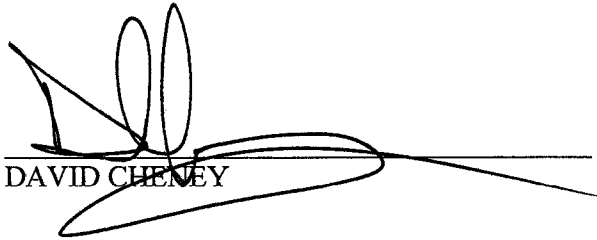
Michael A. Whittier
MICHAEL A. WHITTIER

Witnessed by:

Name: Angela Montgomery

Date: 4/2/09

DATE: 4/2/2009


DAVID CHENEY

Witnessed by:

Name: Angela Montgomery

Date: 4/2/09

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