

# PATENT ASSIGNMENT

Electronic Version v1.1

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT																
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT																
<b>CONVEYING PARTY DATA</b>																	
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Neal T. ANDERSON</td> <td>06/29/2009</td> </tr> <tr> <td>Eric BJERSTEDT</td> <td>07/07/2009</td> </tr> <tr> <td>Brandon R. FERRARO</td> <td>07/07/2009</td> </tr> <tr> <td>Timothy M. MAGNER</td> <td>06/23/2009</td> </tr> <tr> <td>Jeffrey P. PRATSCH Jr.</td> <td>06/29/2009</td> </tr> <tr> <td>Jake STRASSBERGER</td> <td>06/24/2009</td> </tr> <tr> <td>Keith C. CEDRO</td> <td>06/24/2009</td> </tr> </tbody> </table>		Name	Execution Date	Neal T. ANDERSON	06/29/2009	Eric BJERSTEDT	07/07/2009	Brandon R. FERRARO	07/07/2009	Timothy M. MAGNER	06/23/2009	Jeffrey P. PRATSCH Jr.	06/29/2009	Jake STRASSBERGER	06/24/2009	Keith C. CEDRO	06/24/2009
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<b>RECEIVING PARTY DATA</b>																	
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;"><b>Name:</b></td> <td>TARGET BRANDS, INC.</td> </tr> <tr> <td><b>Street Address:</b></td> <td>1000 Nicollet Mall</td> </tr> <tr> <td><b>City:</b></td> <td>Minneapolis</td> </tr> <tr> <td><b>State/Country:</b></td> <td>MINNESOTA</td> </tr> <tr> <td><b>Postal Code:</b></td> <td>55403</td> </tr> </table>		<b>Name:</b>	TARGET BRANDS, INC.	<b>Street Address:</b>	1000 Nicollet Mall	<b>City:</b>	Minneapolis	<b>State/Country:</b>	MINNESOTA	<b>Postal Code:</b>	55403						
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<b>CORRESPONDENCE DATA</b>																	
<p>Fax Number: (480)452-0340</p> <p><i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: 480-626-4935</p> <p>Email: michelle.smojver@gs-iplaw.com</p> <p>Correspondent Name: TARGET BRANDS, INC.</p> <p>Address Line 1: 1000 Nicollet Mall - TPS 3165</p> <p>Address Line 4: Minneapolis, MINNESOTA 55403</p>																	
<b>ATTORNEY DOCKET NUMBER:</b>	2008-003128-0001/0165.U01																

OP \$40.00 12480994

**500908912**

**PATENT**  
**REEL: 022947 FRAME: 0654**

NAME OF SUBMITTER:

JoAnn M. Seaton

**Total Attachments: 12**

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## Assignment to Target Brands, Inc.

Whereas, we,

**Neal T. ANDERSON, Eric BJERSTED, Brandon R. FERRARO, Timothy M. MAGNER, Jeffrey P. PRATSCH, Jr., Jake STRASSBERGER and Keith C. CEDRO**

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

### **HANGING DISPLAY PACKAGE AND ASSOCIATED PRODUCTS AND METHODS**

Filing Date: June 9, 2009  
Serial No.: 12/480,994

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. 2008-003128-0001 (101.0165.U01)

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

Inventor's Signature: Neal T. Anderson Date: 6-29-09

Inventor's Printed Name: **Neal T. ANDERSON**

Subscribed and sworn to before me  
this 29<sup>th</sup> day of June, 2009.

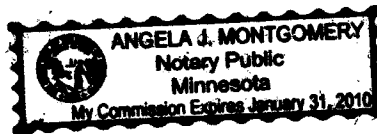


Angela J. Montgomery  
Notary Public

Inventor's Signature: Eric Bjerstedt Date: 7-7-09

Inventor's Printed Name: **Eric BJERSTEDT** *EA 7-7-09*

Subscribed and sworn to before me  
this 7<sup>th</sup> day of July, 2009.



Angela J. Montgomery  
Notary Public

Inventor's Signature: Brandon R. Ferraro Date: 7/7/09

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

Subscribed and sworn to before me  
this 7<sup>th</sup> day of July, 2009.



Angela J. Montgomery  
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

Inventor's Signature: Jeff Pratsch Jr. Date: 6-29-09

Inventor's Printed Name: **Jeffrey P. PRATSCH, Jr.**

Subscribed and sworn to before me  
this 29<sup>th</sup> day of June, 2009.

Angela J. Montgomery  
Notary Public



Inventor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Inventor's Printed Name: **Jake STRASSBERGER**

Subscribed and sworn to before me  
this \_\_\_\_\_ day of \_\_\_\_\_, 2009.

\_\_\_\_\_  
Notary Public

Inventor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Inventor's Printed Name: **Keith C. CEDRO**

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UTILITY PATENT APPLICATION  
Attorney Docket No. 2008-003128-0001 (101.0165.U01)

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

Inventor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Inventor's Printed Name: **Neal T. ANDERSON**

Subscribed and sworn to before me  
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\_\_\_\_\_  
Notary Public

Inventor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Inventor's Printed Name: **Eric BJERSTED**

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\_\_\_\_\_  
Notary Public

Inventor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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

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\_\_\_\_\_  
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Inventor's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

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

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Inventor's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Inventor's Printed Name: **Jeffrey P. PRATSCH, Jr.**

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Notary Public

Inventor's Signature: \_\_\_\_\_

Date: \_\_\_\_\_

Inventor's Printed Name: **Jake STRASSBERGER**

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Inventor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Inventor's Printed Name: **Keith C. CEDRO**

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Inventor's Printed Name: **Neal T. ANDERSON**

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Notary Public

Inventor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Inventor's Printed Name: **Eric BJERSTED**

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\_\_\_\_\_  
Notary Public

Inventor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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

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\_\_\_\_\_  
Notary Public

UTILITY PATENT APPLICATION  
Attorney Docket No. 2008-003128-0001 (101.0165.U01)

Inventor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

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

Subscribed and sworn to before me  
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\_\_\_\_\_  
Notary Public

Inventor's Signature: \_\_\_\_\_ Date: \_\_\_\_\_

Inventor's Printed Name: **Jeffrey P. PRATSCH, Jr.**

Subscribed and sworn to before me  
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\_\_\_\_\_  
Notary Public

Inventor's Signature: *Jake Strassberger* Date: 6/23/09

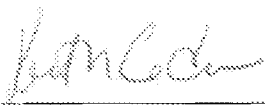
Inventor's Printed Name: **Jake STRASSBERGER**

Subscribed and sworn to before me  
this 23 day of June, 2009.

*Josefina Andrade*  
Notary Public

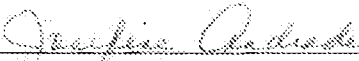
**JOSEFINA ANDRADE**  
**NOTARY PUBLIC OF NEW JERSEY**  
Commission Expires 11/24/2012

UTILITY PATENT APPLICATION  
Attorney Docket No. 2008-003128-0001 (101.0165.U01)

Inventor's Signature:  Date: 6/24/09

Inventor's Printed Name: **Keith C. CEDRO**

Subscribed and sworn to before me  
this 23 day of June, 2009.

  
Notary Public

**JOSEFINA ANDRADE**  
**NOTARY PUBLIC OF NEW JERSEY**  
Commission Expires 11/24/2012