PATENT ASSIGNMENT

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: ASSIGNMENT

CONVEYING PARTY DATA

<table>
<thead>
<tr>
<th>Name</th>
<th>Execution Date</th>
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</thead>
<tbody>
<tr>
<td>The Procter &amp; Gamble Distributing Co.</td>
<td>09/02/2009</td>
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</tbody>
</table>

RECEIVING PARTY DATA

Name: Target Brands, Inc.
Street Address: 1000 Nicollet Mall
City: Minneapolis
State/Country: MINNESOTA
Postal Code: 55403

PROPERTY NUMBERS Total: 5

<table>
<thead>
<tr>
<th>Property Type</th>
<th>Number</th>
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<tbody>
<tr>
<td>Application Number</td>
<td>29344002</td>
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<tr>
<td>Application Number</td>
<td>29344010</td>
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<tr>
<td>Application Number</td>
<td>29344000</td>
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<td>Application Number</td>
<td>29344009</td>
</tr>
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<td>Application Number</td>
<td>29344014</td>
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CORRESPONDENCE DATA

Fax Number: (877)769-7945
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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: DESTINATIONBEAUTY

NAME OF SUBMITTER: Michael T. Hawkins

500982810

REEL: 023340 FRAME: 0762
ASSIGNMENT

WHEREAS, The Procter & Gamble Distributing Co. and it Affiliates having a place of business at 1 Procter & Gamble Plaza, Cincinnati, OH 45202, (hereinafter “ASSIGNOR”) wishes to transfer any ownership rights in the ornamental designs for display fixtures which are the subject of the following United States design patent applications and which are depicted in the referenced exhibits:

<table>
<thead>
<tr>
<th>Title</th>
<th>Inventors</th>
<th>Filing Date</th>
<th>Serial No:</th>
<th>Exhibit Depicting Design</th>
</tr>
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<tbody>
<tr>
<td>DISPLAY APPARATUS</td>
<td>Trinh et al.</td>
<td>9/22/2009</td>
<td>29/344,002</td>
<td>Exhibit A</td>
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<td>DISPLAY APPARATUS</td>
<td>Trinh et al.</td>
<td>9/22/2009</td>
<td>29/344,010</td>
<td>Exhibit B</td>
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<td>DISPLAY APPARATUS</td>
<td>Trinh et al.</td>
<td>9/22/2009</td>
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<td>DISPLAY APPARATUS</td>
<td>Trinh et al.</td>
<td>9/22/2009</td>
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<td>DISPLAY APPARATUS</td>
<td>Trinh et al.</td>
<td>9/22/2009</td>
<td>29/344,014</td>
<td>Exhibit E</td>
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</table>

(hereinafter the “DESIGN PATENT APPLICATIONS”) to Target Brands, Inc., a corporation of the State of Minnesota (hereinafter “ASSIGNEE”), having a place of business at 1000 Nicollet Mall, Minneapolis, Minnesota 55403, and the attorneys appointed in said DESIGN PATENT APPLICATIONS are expressly authorized to hereafter complete this ASSIGNMENT by inserting above the filing dates and serial numbers of said DESIGN PATENT APPLICATIONS when known;

WHEREAS, the ASSIGNEE wishes to obtain the entire right, title and interest throughout the world in the ornamental designs which are subject of the DESIGN PATENT APPLICATIONS;

NOW, THEREFORE, for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby transfer and assign unto the ASSIGNEE, its successors, assigns and other legal representatives, for the territory of the United States of America and throughout the world, the entire right, title and interest in and to the ornamental designs for display fixtures that are the subject of the DESIGN PATENT APPLICATIONS, this ASSIGNMENT including the DESIGN PATENT APPLICATIONS, together with any and all reissues, reexaminations, statutory invention registrations, modifications and extensions thereof, together with any and all continuations, divisionals, continuations-in-part, and all of the ornamental designs relating to the foregoing, and including the right to claim priority, and hereby authorizes and requests the Commissioner of Patents for the country involved to issue any and all design patents on ornamental designs resulting from the DESIGN PATENT APPLICATIONS or other design patent applications claiming priority/benefit on the DESIGN
PATENT APPLICATIONS to ASSIGNEE as assignee of the entire right, title and interest therein, all of the foregoing to be held and enjoyed by ASSIGNEE for its own use and for the use of its successors, assigns or other legal representatives, together with all of the income, royalties, damages and payments now or hereafter due or payable with respect thereto, and all claims for damages by reason of past, present and future infringement of the rights assigned under this ASSIGNMENT with the right to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR if this transfer to ASSIGNEE had not been made;

ASSIGNOR covenants that it will, when requested, execute deliver and acknowledge all such further instruments of conveyance and do and perform all such other acts and things as ASSIGNEE may reasonably require to more effectively accomplish the assignment, transfer and recordation thereof of the PATENT APPLICATION and other applications claiming priority/benefit on the PATENT APPLICATION;

The undersigned warrants that he/she has full authority to execute this ASSIGNMENT and obligate the ASSIGNOR hereunder; and

This agreement shall inure to the benefit of ASSIGNEE and its successors and assigns and shall be binding on ASSIGNOR and its successors and assigns.

The Procter & Gamble Distributing Co.

Date: 9/2/09

By: Michael A. Malefants

Title: V.P. C&D North America

Witnessed by:

Name: Karen L. Andrews  Date: 9/2/09

Name: Lisa Wayman  Date: 9/2/09

JOHN M. HOWELL, Attorney at Law
Notary Public - State of Ohio
My Commission Has No Expiration Date.
Section 1413-9-12