

# PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	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>Kim A. Lipfert</td> <td>10/26/2009</td> </tr> <tr> <td>Anna Maria Bofinger</td> <td>10/26/2009</td> </tr> <tr> <td>Rachel Anne Jones</td> <td>10/26/2009</td> </tr> <tr> <td>Ashley Lynn Kneller</td> <td>10/26/2009</td> </tr> </tbody> </table>		Name	Execution Date	Kim A. Lipfert	10/26/2009	Anna Maria Bofinger	10/26/2009	Rachel Anne Jones	10/26/2009	Ashley Lynn Kneller	10/26/2009
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<b>RECEIVING PARTY DATA</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Target Brands, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>1000 Nicollet Mall</td> </tr> <tr> <td>City:</td> <td>Minneapolis</td> </tr> <tr> <td>State/Country:</td> <td>MINNESOTA</td> </tr> <tr> <td>Postal Code:</td> <td>55403</td> </tr> </table>		Name:	Target Brands, Inc.	Street Address:	1000 Nicollet Mall	City:	Minneapolis	State/Country:	MINNESOTA	Postal Code:	55403
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<b>CORRESPONDENCE DATA</b>											
<p>Fax Number: (612)334-3312  <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i></p> <p>Phone: (612) 334-3222        Email: jtesch@wck.com        Correspondent Name: Leanne Taveggia Farrell        Address Line 1: 900 Second Avenue South, Suite 1400        Address Line 2: Westman, Champlin &amp; Kelly, P.A.        Address Line 4: Minneapolis, MINNESOTA 55402-3244</p>											
ATTORNEY DOCKET NUMBER:	200905705										
NAME OF SUBMITTER:	Jolene M. Tesch										
Total Attachments: 1											

OP \$40.00 29346177

**501000511**

**PATENT**  
**REEL: 023437 FRAME: 0761**



# ASSIGNMENT

Attorney Docket No.

200905959

WHEREAS, we, Kim A. Lipfert of Minnetonka, Minnesota, U.S.A.; Anna Maria Bofinger of Shoreview, Minnesota, U.S.A.; Rachel Anne Jones of Minneapolis, Minnesota, U.S.A. and Ashley Lynn Kneller of Minneapolis, Minnesota, U.S.A., (hereinafter referred to as ASSIGNORS), have invented certain new, original and ornamental design as described in an application entitled Divided Tray for Design Letters Patent of the United States, the application having been executed on even date herewith, and/or being identifiable in the United States Patent and Trademark Office by Application No. 29/346,177, filed October 28, 2009; and

WHEREAS, Target Brands, Inc., a corporation, having offices at 1000 Nicollet Mall, Minneapolis, Minnesota 55403, ("Assignee") is desirous of acquiring the entire right, title and interest in and to the invention, the application, and any and all Design 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 is hereby acknowledged, we transfer to Assignee, its successors and assigns, our entire right, title and interest in and to the invention, the above-identified application, corresponding domestic and foreign applications, all Design Letters Patent or similar legal protection issuing thereon, and all rights and benefits under any applicable treaty or convention; and we authorize the Director of the United States Patent and Trademark Office or foreign equivalent thereof to issue the Design 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 serial number of the application when ascertained.

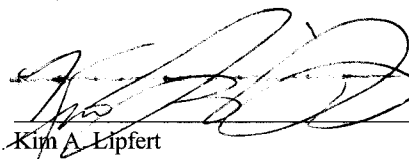
We authorize the Assignee, its successors and assigns, or anyone it may properly designate, to apply for Design Letters Patent or similar legal protection, in its own name if desired, in any and all foreign countries.

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, 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 Design Letters Patent or similar legal protection on the invention in any and all countries.

DATE

10/26/09

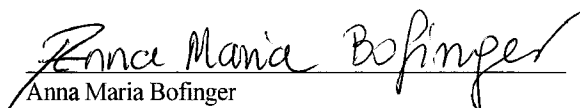
Kim A. Lipfert



DATE

10/26/09

Anna Maria Bofinger



DATE

10/26/09

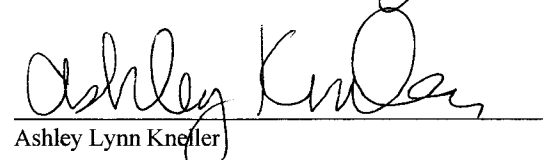
Rachel Anne Jones



DATE

10/26/09

Ashley Lynn Kneller



PATENT

RECORDED: 10/28/2009

REEL: 023437 FRAME: 0763