

PATENT ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Katherine A. Berdahl	12/03/2009
RECEIVING PARTY DATA	
Name:	Target Brands, Inc.
Street Address:	1000 Nicollet Mall
City:	Minneapolis
State/Country:	MINNESOTA
Postal Code:	55403
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	12631063
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:	200907825
NAME OF SUBMITTER:	Michael T. Hawkins
Total Attachments: 2 source=24230-0091002-Assignment-Inventor to Target#page1.tif source=24230-0091002-Assignment-Inventor to Target#page2.tif	

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ASSIGNMENT

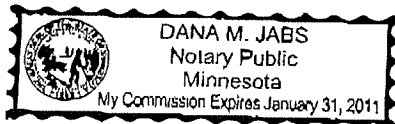
For valuable consideration, I, KATHERINE A. BERDAHL, of Chanhassen, MN; hereby assign to TARGET BRANDS, INC., a corporation of Minnesota, having a place of business at 1000 Nicollet Mall, Minneapolis, Minnesota 55403, and its successors and assigns (collectively hereinafter called "the Assignee"), the 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 me, entitled PRODUCT DISPLAY SHELF APPARATUS AND METHOD, filed 12/4/2009, and assigned U.S. Serial Number 12/631,063, and I 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 I authorize the Assignee to apply in all countries in my 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 I agree for me and my 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.

Client Ref. No. 200907825

DATE: 12-3-09Katherine A Berdahl
KATHERINE A. BERDAHLSTATE OF MN)
COUNTY OF Hennepin) SS.

On 12/3/09, before me, the undersigned, a notary public for the State of MN, there personally appeared KATHERINE A. BERDAHL personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to this Assignment, who acknowledged having executed the same in her authorized capacity and that by her signature on this Assignment, the person or the entity upon behalf of which she acted, executed this Assignment.

WITNESS my hand and official seal.

Dana M Jabs
Notary Public

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