

**PATENT ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
Blake M. Johnson	09/14/2009
Joseph H. Bowser	09/14/2009
<b>RECEIVING PARTY DATA</b>	
<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
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
<b>Application Number:</b>	12561458
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(877)769-7945
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
<b>Phone:</b>	(612) 335-5070
<b>Email:</b>	lls@fr.com
<b>Correspondent Name:</b>	Michael T. Hawkins
<b>Address Line 1:</b>	FISH & RICHARDSON P.C.
<b>Address Line 2:</b>	P.O.BOX 1022
<b>Address Line 4:</b>	MINNEAPOLIS, MINNESOTA 55440-1022
<b>ATTORNEY DOCKET NUMBER:</b>	200904241
<b>NAME OF SUBMITTER:</b>	Michael T. Hawkins

**CH \$40.00 12561458**

Total Attachments: 3  
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 source=24230-0028002-Assignment-Inventors to Target#page2.tif

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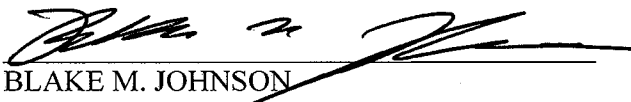
**PATENT  
 REEL: 023789 FRAME: 0528**



ASSIGNMENT

For valuable consideration, we, Blake M. Johnson, of St. Paul, MN; Joseph H. Bowser, of Minneapolis, 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 us, entitled DISPLAY APPARATUS AND METHOD, filed 9/17/2009, and assigned U.S. Serial Number 12/561,458, 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: 9-14-09

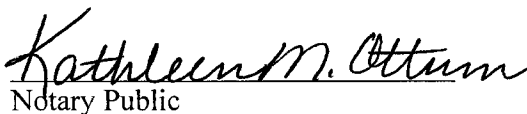
  
BLAKE M. JOHNSON

STATE OF Minnesota )  
COUNTY OF Hennepin ) SS.

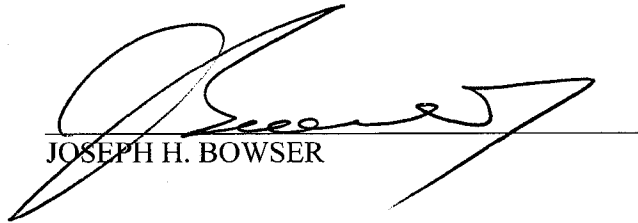
On 14th of Sept 2009, before me, the undersigned, a notary public for the State of Minnesota, there personally appeared BLAKE M. JOHNSON personally known to me (or proved to me on the basis of satisfactory evidence) to be the person whose name is subscribed to this Assignment, who acknowledged having executed the same in his authorized capacity and that by his signature on this Assignment, the person or the entity upon behalf of which he acted, executed this Assignment.

WITNESS my hand and official seal.



  
Kathleen M. Ottum  
Notary Public

DATE: 9/14/09


  
JOSEPH H. BOWSER

STATE OF Minnesota )  
COUNTY OF  Hennepin  ) SS.

On 14<sup>th</sup> September, 2009 before me, the undersigned, a notary public for the State of Minnesota, there personally appeared JOSEPH H. BOWSER, 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 his authorized capacity and that by his signature on this Assignment, the person or the entity upon behalf of which he acted, executed this Assignment.

WITNESS my hand and official seal.



  
Notary Public

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