

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Daniel G. Engelby	12/07/2010
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:	29380762
CORRESPONDENCE DATA	
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ATTORNEY DOCKET NUMBER:	201006315/LTF
NAME OF SUBMITTER:	Theresa R. Sorbel
Total Attachments: 1 source=2010-12-10Assignment#page 1.tif	

OP \$40.00 29380762

ASSIGNMENT
DESIGN

Attorney Docket No.

201006315

WHEREAS, I, Daniel G. Engelby, (hereinafter referred to as ASSIGNOR), have invented certain new, original and ornamental design as described in an application entitled IN-STORE MARKETING SIGN 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. 29/380,762, filed December 10, 2010; 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 and any and all 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, I transfer to Assignee, its successors and assigns, my entire right, title and interest in and to the design, the above-identified application, corresponding domestic and foreign applications including continuations applications, continuing applications, divisional applications and continuation-in-part applications, all Design Letters Patent or similar legal protection issuing thereon, and all rights and benefits under any applicable treaty or convention; and I 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.

I authorize the Assignee, its successors and assigns, to insert in this instrument the filing date and serial number of the application when ascertained.

I 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.

I represent to the Assignee, its successors and assigns, that I have not and shall not execute any writing or do any act whatsoever conflicting with this Assignment. I, my 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 design in any and all countries.

12/7/2010
DATE

D G Engelby
Daniel G. Engelby