

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Andrew W. Ascher	12/22/2010
John C. Jones	12/22/2010
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:	12980138
CORRESPONDENCE DATA	
Fax Number:	(310)203-7199
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	3102771010
Email:	patents@irell.com
Correspondent Name:	Greg Gardella
Address Line 1:	1800 Avenue of the Stars
Address Line 2:	Ste 900
Address Line 4:	Los Angeles, CALIFORNIA 90067
ATTORNEY DOCKET NUMBER:	161646-0145-GARD
NAME OF SUBMITTER:	Greg Gardella

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Total Attachments: 3
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**PATENT
 REEL: 025767 FRAME: 0981**

ASSIGNMENT

For valuable consideration, we, Andrew W. Ascher, of Plymouth, MN; and John C. Jones, of St. Paul, MN; hereby assign to Target Brands, Inc., a corporation of the State 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 GRID PIXELATION ENHANCEMENT FOR IN-STOCK ANALYTICS, filed December 28, 2010, and assigned U.S. Serial Number 12/980,138, 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.

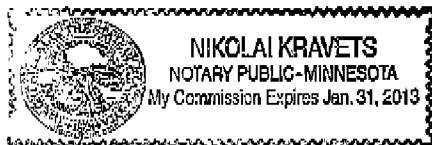
12/22/10
Date

Andrew W. Ascher
Andrew W. Ascher

STATE OF: Minnesota)
COUNTY OF: Hennepin) SS.

On 12/22/10, before me, the undersigned, a notary public for the State of Minnesota, there personally appeared Andrew W. Ascher 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.



Nikolai Kravets
Notary Public

12/22/10
Date

John C. Jones
John C. Jones

STATE OF: Minnesota)
COUNTY OF: Hennepin) SS.

On 12/22/10, before me, the undersigned, a notary public for the State of Minnesota, there personally appeared John C. Jones 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.



[Signature]
Notary Public