

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Lily Schwartz	06/15/2011
Laura Hawkins	06/16/2011
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:	13164548
CORRESPONDENCE DATA	
Fax Number:	(612)334-3312
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Email:	akhazon@wck.com
Correspondent Name:	Theodore M. Magee
Address Line 1:	900 Second Ave S, Ste 1400
Address Line 4:	Minneapolis, MINNESOTA 55402
ATTORNEY DOCKET NUMBER:	T79.12-0148
NAME OF SUBMITTER:	Aliya R. Khazon
Total Attachments: 2 source=2011-07-29_Assignment#page1.tif source=2011-07-29_Assignment#page2.tif	

OP \$40.00 13164548

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PATENT
REEL: 026671 FRAME: 0021

ASSIGNMENT

Docket No.

201101644

WHEREAS, we, Lily Schwartz of Rogers, MN, USA and Laura L. Hawkins of Minneapolis, MN, USA (hereinafter referred to as ASSIGNORS), are the inventors of an invention described in an application for Letters Patent entitled MATERIAL HOLDER, the application having been executed on even date herewith, and/or being identifiable in the United States Patent and Trademark Office by Application No. 13/164,548, filed June 20, 2011; and

WHEREAS, Target Brands, Inc. (hereinafter referred to as ASSIGNEE), a corporation having offices at 1000 Nicollet Mall, Minneapolis, Minnesota 55403, is desirous of acquiring the entire right, title and interest in and to the invention, the application and any and all Letters Patent(s) 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 including continuation applications, continuing applications, divisional applications and continuation-in-part applications, all Letters Patent(s) 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 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 Letters Patent or similar legal protection, in its own name if desired, in any and all foreign countries.

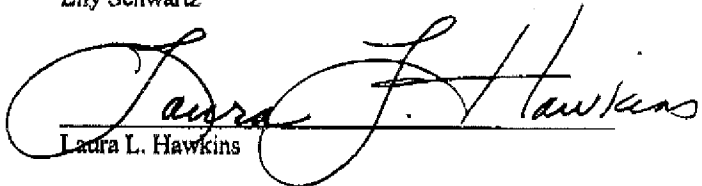
We represent to the Assignee, its successors and assigns, that we have not and shall not execute any writing or do any act whatsoever conflicting with this Assignment. We, our executors or administrators, will at any time upon request, without additional consideration, but at the expense of the Assignee, 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 Letters Patent or similar legal protection on the invention in any and all countries.

DATE

DATE

6-16-11

Lily Schwartz


Laura L. Hawkins

ASSIGNMENT

Docket No.

201101644

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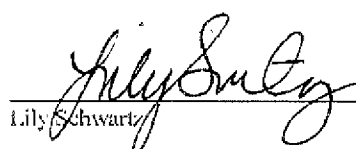
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6.15.11
DATE
Lily Schwartz

DATE

Laura L. Hawkins