

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Melissa DIAZ	07/19/2011
Adam D. HOPPUS	07/19/2011
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:	29397790
CORRESPONDENCE DATA	
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Correspondent Name:	TARGET BRANDS, INC.
Address Line 1:	1000 Nicollet Mall - TPS 3165
Address Line 4:	Minneapolis, MINNESOTA 55403
ATTORNEY DOCKET NUMBER:	201102123 (0436)
NAME OF SUBMITTER:	JoAnn M. Seaton
Total Attachments: 2 source=ExecutedAssignment#page1.tif source=ExecutedAssignment#page2.tif	

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PATENT
REEL: 026777 FRAME: 0913

Assignment to Target Brands, Inc.

Whereas, we,

Melissa DIAZ and Adam D. HOPPUS

have invented certain new and useful improvements described in an application for a United States design patent entitled:

PILLOW

Filing Date: July 20, 2011

Serial No.: 29/397,790

Whereas, Target Brands, Inc. ("Assignee"), having offices at 1000 Nicollet Mall, Minneapolis, Minnesota 55403, is desirous of acquiring the entire right, title and interest in and to said invention, said application and in, to and under any and all Letters Patent to be obtained therefore.

Now, therefore, for good and valuable consideration in hand paid to us by said Assignee, the receipt of which is hereby acknowledged, we have sold, assigned and transferred, and by these presents do hereby sell, assign and transfer unto the said Assignee, its successors and assigns, our entire right, title and interest in and to said invention, said application, all divisionals, continuations or renewals thereof, and the Letters Patent, both foreign and domestic, that may or shall issue, therefrom including all reissues or extensions of such patents including all of our rights under the International Convention, and we do hereby authorize and request the Commissioner of Patents to issue said Letters Patent to the above mentioned Assignee in accordance herewith.

We hereby authorize said Assignee, its successors and assigns, or anyone it may properly designate, to apply for Letters Patent, in its own name if desired, in any and all foreign countries, and additionally to claim the filing date of said United States application and/or otherwise take advantage of the provisions of the International Convention.

We hereby authorize the above mentioned Assignee, its successors and assigns, or anyone it may properly designate, to insert in this instrument the date of execution and/or filing date and serial number of said application when ascertained.

Upon said consideration we do hereby covenant and agree with the said Assignee, its successors and assigns, that we will not execute in writing or do any act whatsoever conflicting with these presents, and that we or our executors or administrators will at any time upon request, without further or additional consideration, but at the expense of the said Assignee, its successors and assigns, execute such additional writings and do such additional acts as said Assignee, its successors and assigns, may deem necessary or desirable to perfect the Assignee's enjoyment of this grant, and render all necessary assistance in making application for and obtaining original, divisional, reissued or extended Letters Patent of the United States, or of any and all foreign countries on said invention, and in enforcing any rights occurring as a result of such applications or patents, by giving testimony in any proceedings or transactions involving such applications or patents.

DESIGN PATENT APPLICATION
Attorney Docket No.: 201102123 (101.0436.D01)

In Witness whereof, I have hereunto set my hand and affixed my seal as dated below.

Inventor's Signature: Melissa Diaz Date: 7/19/11
Inventor's Printed Name: **Melissa DIAZ**

Subscribed and sworn to before me
this 19th day of July, 2011.

Angela J Montgomery
Notary Public



Inventor's Signature: Adam D. Hoppus Date: 07/19/11
Inventor's Printed Name: **Adam D. HOPPUS**

Subscribed and sworn to before me
this 19th day of July, 2011.

Angela J Montgomery
Notary Public

