

# PATENT ASSIGNMENT

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT										
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT										
<b>CONVEYING PARTY DATA</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th style="width: 70%;">Name</th> <th style="width: 30%;">Execution Date</th> </tr> </thead> <tbody> <tr> <td>Benjamin P. Williams</td> <td>12/05/2011</td> </tr> <tr> <td>Patrick R. O'Connell</td> <td>12/06/2011</td> </tr> <tr> <td>Stacy L Abel</td> <td>12/05/2011</td> </tr> </tbody> </table>		Name	Execution Date	Benjamin P. Williams	12/05/2011	Patrick R. O'Connell	12/06/2011	Stacy L Abel	12/05/2011		
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<b>RECEIVING PARTY DATA</b>											
<table border="1" style="width: 100%; border-collapse: collapse;"> <tr> <td style="width: 20%;">Name:</td> <td>Target Brands, Inc.</td> </tr> <tr> <td>Street Address:</td> <td>1000 Nicollet Mall</td> </tr> <tr> <td>City:</td> <td>Minneapolis</td> </tr> <tr> <td>State/Country:</td> <td>MINNESOTA</td> </tr> <tr> <td>Postal Code:</td> <td>55403</td> </tr> </table>		Name:	Target Brands, Inc.	Street Address:	1000 Nicollet Mall	City:	Minneapolis	State/Country:	MINNESOTA	Postal Code:	55403
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<b>CORRESPONDENCE DATA</b>											
<p>Fax Number: (612)334-3312</p> <p>Phone: 612-334-3222</p> <p>Email: tsorbel@wck.com</p> <p><i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i></p> <p>Correspondent Name: Leanne Taveggia Farrell</p> <p>Address Line 1: 900 Second Avenue South, Suite 1400</p> <p>Address Line 4: Minneapolis, MINNESOTA 55402</p>											
<b>ATTORNEY DOCKET NUMBER:</b>	201105399/LTF										
<b>NAME OF SUBMITTER:</b>	Theresa R. Sorbel										
<p>Total Attachments: 1</p> <p>source=2011-12-14assignment#page1.tif</p>											

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**PATENT**  
 REEL: 027380 FRAME: 0179

# ASSIGNMENT

## DESIGN

Attorney Docket No.

201105399

WHEREAS, we, Benjamin P. Williams of Houlton, Wisconsin, USA; Patrick R. O'Connell of St. Louis Park, Minnesota, USA; and Stacy L. Abel of Maple Grove, Minnesota, USA, (hereinafter referred to as ASSIGNORS), have invented certain new, original and ornamental design as described in an application entitled MEASURING CUP 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. 29/408,485, filed December 13, 2011; 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, we transfer to Assignee, its successors and assigns, our 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 we 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.

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

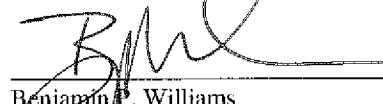
We authorize the Assignee, its successors and assigns, or anyone it may properly designate, to apply for Design Letters Patent or similar legal protection, in its own name if desired, in any and all foreign countries.

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 Design Letters Patent or similar legal protection on the design in any and all countries.

DATE

12/05/11

Benjamin P. Williams



DATE

12/6/11

Patrick R. O'Connell



DATE

12/5/11

Stacy L. Abel

