

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Katherine E. LARSON</td> <td>02/16/2012</td> </tr> <tr> <td>Thomas P. KUEHN</td> <td>02/13/2012</td> </tr> <tr> <td>Bin LI</td> <td>02/10/2012</td> </tr> </tbody> </table>		Name	Execution Date	Katherine E. LARSON	02/16/2012	Thomas P. KUEHN	02/13/2012	Bin LI	02/10/2012		
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RECEIVING PARTY DATA											
<table border="1"> <tr> <td>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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PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>29412998</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	29412998						
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CORRESPONDENCE DATA											
<p>Fax Number: (888)864-8502</p> <p>Email: kristin.scheer@gs-iplaw.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: TARGET BRANDS, INC.</p> <p>Address Line 1: 1000 Nicollet Mall</p> <p>Address Line 4: Minneapolis, MINNESOTA 55403</p>											
NAME OF SUBMITTER:	JoAnn M. Seaton										
<p>Total Attachments: 3</p> <p>source=20120228_Assignment#page1.tif</p> <p>source=20120228_Assignment#page2.tif</p> <p>source=20120228_Assignment#page3.tif</p>											

CH \$40.00 29412998

Assignment to Target Brands, Inc.

Whereas, we,

Katherine E. LARSON, Thomas P. KUEHN and Bin LI

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

WRITING INSTRUMENT

Filing Date: February 9, 2012

Serial No.: 29/412,998

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. 201105112 (101.0517.D01)

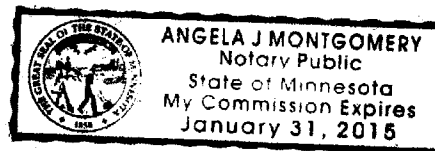
In Witness whereof, I have hereunto set my hand and affixed my seal as dated below.

Inventor's Signature: Katherine E. Larson Date: 2/16/12

Inventor's Printed Name: **Katherine E. LARSON**

Subscribed and sworn to before me
this 16th day of February, 2012.

Angela J. Montgomery
Notary Public

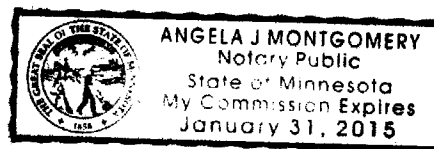


Inventor's Signature: Thomas P. Kuehn Date: 2/13/12

Inventor's Printed Name: **Thomas P. KUEHN**

Subscribed and sworn to before me
this 13th day of February, 2012.

Angela J. Montgomery
Notary Public



Inventor's Signature: Bin Li Date: _____

Inventor's Printed Name: **Bin LI**

Subscribed and sworn to before me
this _____ day of _____, 2012.

Notary Public

DESIGN PATENT APPLICATION
Attorney Docket No. 201105112 (101.0517.D01)

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

Inventor's Signature: _____ Date: _____

Inventor's Printed Name: **Katherine E. LARSON**

Subscribed and sworn to before me
this _____ day of _____, 2012.

Notary Public

Inventor's Signature: _____ Date: _____

Inventor's Printed Name: **Thomas P. KUEHN**

Subscribed and sworn to before me
this _____ day of _____, 2012.

Notary Public

Inventor's Signature: Bin Li Date: 2-10-2012

Inventor's Printed Name: **Bin LI**

Subscribed and sworn to before me
this 10th day of February 2012.

Notary Public