

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>Jason W. Johnson</td> <td>07/09/2012</td> </tr> <tr> <td>Erin L. Zobel</td> <td>07/12/2012</td> </tr> </tbody> </table>		Name	Execution Date	Jason W. Johnson	07/09/2012	Erin L. Zobel	07/12/2012				
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Erin L. Zobel	07/12/2012										
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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CORRESPONDENCE DATA											
<p>Fax Number: (612)334-3312 Phone: 612-334-3222 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 Address Line 1: 900 Second Avenue South, Suite 1400 Address Line 4: Minneapolis, MINNESOTA 55402</p>											
ATTORNEY DOCKET NUMBER:	201200098/LTF										
NAME OF SUBMITTER:	Theresa R. Sorbel										
<p>Total Attachments: 2 source=2012-07-17Assignment#page1.tif source=2012-07-17Assignment#page2.tif</p>											

OP \$40.00 13550934

ASSIGNMENT

Docket No.

201200098

WHEREAS, we, Jason W. Johnson of Wayzata, Minnesota, USA and Erin L. Zobel of Minneapolis, Minnesota, USA (hereinafter referred to as ASSIGNORS), are the inventors of an invention described in an application for Letters Patent entitled PRODUCT DISPLAY FIXTURE, the application having been executed on even date herewith, and/or being identifiable in the United States Patent and Trademark Office by Application No. 13/550,934, filed July 17, 2012; 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.

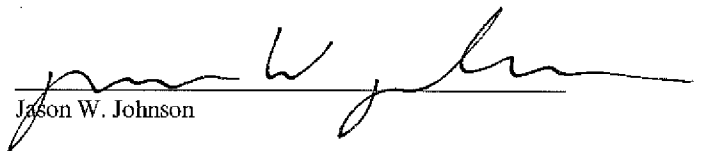
We authorize the Assignee, its successors and assigns, or anyone it may properly designate, to apply for Letters Patent or similar legal protection, in its own name if desired, in any and all foreign countries.

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

7/9/2012

Jason W. Johnson



DATE

Erin L. Zobel

ASSIGNMENT

Docket No.

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DATE

7/12/12

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Jason W. Johnson



Erin L. Zobel