

## PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Insight Merchandising, Inc	03/26/2013
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:	29449670
CORRESPONDENCE DATA	
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<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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ATTORNEY DOCKET NUMBER:	201201207/LTF 3 OF 3
NAME OF SUBMITTER:	Theresa R. Sorbel
Total Attachments: 1 source=2013-03-27Assignment-Insight-to-Target#page1.tif	

OP \$40.00 29449670

# ASSIGNMENT

DESIGN

Attorney Docket No.

201201207

WHEREAS, Insight Merchandising, Inc, a corporation, having offices at 1000 Nolen Drive, Suite 100, Grapevine, Texas 76051-8622, (hereinafter referred to as ASSIGNORS), is a joint owner of an invention described in an application for Design Letters Patent of the United States entitled DISPLAY FIXTURE, and having attorney docket number 201201207, the application having been executed on even date herewith, 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, the application, and any and all Design 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, Assignor transfers to Assignee, its successors and assigns, Assignor's entire right, title and interest in and to the invention, 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 Assignor authorizes 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.

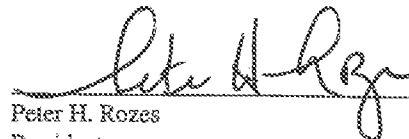
Assignor authorizes the Assignee, its successors and assigns, or anyone it may properly designate, to apply for Design Letters Patent or similar legal protection, in its own name if desired, in any and all foreign countries.

Assignor represents to the Assignee, its successors and assigns, that Assignor has not and shall not execute any writing or do any act whatsoever conflicting with this Assignment. Assignor 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 invention in any and all countries.

Insight Merchandising, Inc

3/26/13

DATE



Peter H. Rozes  
President