

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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>Erin L. Zobel</td> <td>06/20/2013</td> </tr> <tr> <td>Jason W. Johnson</td> <td>06/20/2013</td> </tr> </tbody> </table>		Name	Execution Date	Erin L. Zobel	06/20/2013	Jason W. Johnson	06/20/2013
Name	Execution Date						
Erin L. Zobel	06/20/2013						
Jason W. Johnson	06/20/2013						
RECEIVING PARTY DATA							
Name:	Target Brands, Inc.						
Street Address:	1000 Nicollet Mall						
City:	Minneapolis						
State/Country:	MINNESOTA						
Postal Code:	55403						
PROPERTY NUMBERS Total: 1							
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>13922868</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	13922868		
Property Type	Number						
Application Number:	13922868						
CORRESPONDENCE DATA							
Fax Number:	6123343312						
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>							
Phone:	612-334-3222						
Email:	tsorbel@wck.com						
Correspondent Name:	Leanne Taveggia Farrell						
Address Line 1:	900 Second Avenue South, Suite 1400						
Address Line 4:	Minneapolis, MINNESOTA 55402						
ATTORNEY DOCKET NUMBER:	201203043/LTF						
NAME OF SUBMITTER:	Theresa R. Sorbel						
Signature:	/Theresa R. Sorbel/						
Date:	07/01/2013						
Total Attachments: 1 source=2013-07-1assignment#page1.tif							

OP \$40.00 13922868

ASSIGNMENT

Docket No.

201203043

WHEREAS, we, Erin L. Zobel of Minneapolis, Minnesota, USA and Jason W. Johnson of Wayzata, Minnesota, USA (hereinafter referred to as ASSIGNORS), are the inventors of an invention described in an application for Letters Patent entitled DISPLAY FIXTURE HAVING A DISPLAY HOOK, the application having been executed on even date herewith, and/or being identifiable in the United States Patent and Trademark Office by Application No. 13/922,868, filed June 20, 2013; 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.

6/20/13
DATE

Erin Zobel
Erin L. Zobel

6/20/13
DATE

Jason W. Johnson
Jason W. Johnson