

10/02/2013

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office



103662426

9/27/13

To the Director of the U.S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies)

Stephen Hopf by way of Target Corporation exercising irrevocable power of attorney after refusal to assign. See Notice and Assignment

Additional name(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance/Execution Date(s):

Execution Date(s) September 23, 2013

- ☐ Assignment ☐ Merger
☐ Security Agreement ☐ Change of Name
☐ Joint Research Agreement
☐ Government Interest Assignment
☐ Executive Order 9424, Confirmatory License
☒ Other Notice and Assignment

2. Name and address of receiving party(ies)

Name: Target Brands, Inc.

Internal Address: _____

Street Address: 1000 Nicollet Mall

City: Minneapolis

State: Minnesota

Country: USA Zip: 55403

Additional name(s) & address(es) attached? ☐ Yes ☐ No

4. Application or patent number(s):

☐ This document is being filed together with a new application.

A. Patent Application No.(s)

B. Patent No.(s)

13/339,164; 29/409,750; and, 29/409,747

Additional numbers attached? ☐ Yes ☒ No

5. Name and address to whom correspondence concerning document should be mailed:

Name: James J. Merek

Internal Address: _____

Street Address: 673 South Washington Street

City: Alexandria

State: Virginia Zip: 22314

Phone Number: 703-684-5633

Fax Number: 703-684-5637

Email Address: jjm@mbv-ip.com

6. Total number of applications and patents involved: Three

7. Total fee (37 CFR 1.21(h) & 3.41) \$ 120.00

- ☐ Authorized to be charged to deposit account
☒ Enclosed
☐ None required (government interest not affecting title)

8. Payment Information

Deposit Account Number: 00000013 1229164

Authorized User Name: _____ 120.00 OP

9. Signature:

Signature
James J. Merek

9/26/2013

Date

Name of Person Signing

Total number of pages including cover sheet, attachments, and documents:

4

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O.Box 1450, Alexandria, V.A. 22313-1450

PATENT
REEL: 031377 FRAME: 0248

**NOTICE OF EXERCISE OF
IRREVOCABLE POWER OF ATTORNEY AND ASSIGNMENT**

WHEREAS, Target Corporation of Minneapolis, Minnesota, on behalf of the corporation or any of its operating divisions or subsidiary entities (collectively "Target") and HUGE LLC of Brooklyn, New York entered into an agreement on July 10, 2009 entitled "Target Marketing Ad Agency Master Services Agreement" (hereinafter "MSA");

WHEREAS, the MSA, *inter alia*, provides that Target is the exclusive owner of the entire right, title and interest in and to the "Work Product" and any and all intellectual property rights in and to the "Work Product";

WHEREAS, the MSA requires HUGE LLC to execute documents to carry out Target's exclusive ownership interest to the "Work Product" and any and all intellectual property rights in and to the "Work Product";

WHEREAS, the MSA, *inter alia*, provides Target with an irrevocable power of attorney to execute documents to carry out Target's exclusive ownership rights to the "Work Product" and any and all intellectual property rights in and to the "Work Product" should HUGE LLC fail to execute such documents;

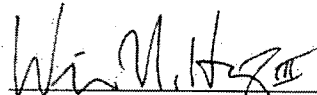
WHEREAS, each and every pending U.S. Patent Application and U.S. Design Patent listed in Attachment A is "Work Product" under the MSA of which Target is the exclusive owner of the entire, right, title and interest; and,

WHEREAS, HUGE LLC has failed to execute documents to carry out Target's exclusive ownership interest in and to the "Work Product" listed in Attachment A.

NOW THEREFORE, Target Corporation hereby exercises its irrevocable power of attorney and does hereby assign all right, title and interest in each and every pending U.S. Patent Application and U.S. Design Patent listed in Attachment A to Target Brands, Inc., a subsidiary of Target Corporation.

Date: _____

9/23/13



William M. Hienz III
Authorized Signatory
Target Brands, Inc.

ATTACHMENT A

1. U.S. Patent Application Serial No. 12/973,871 filed on December 20, 2010 and entitled "Topical Page Layout";
2. U.S. Patent Application Serial No. 12/973,865 filed on December 20, 2010 and entitled "Linking a Retail User Profile to a Social Network Profile";
3. U.S. Patent Application Serial No. 12/973,857 filed on December 20, 2010 and entitled "Navigation Bars";
4. U.S. Patent Application Serial No. 12/973,651 filed on December 20, 2010 and entitled "Retail Interface";
5. U.S. Patent Application Serial No. 13/177,444 filed on July 6, 2011 and entitled "Search Page Topology";
6. U.S. Patent Application Serial No. 12/887,098 filed on September 21, 2010 and entitled "Retail Website User Interface";
7. U.S. Patent Application Serial No. 12/973,875 filed on December 20, 2010 and entitled "Online Registry Splash Page";
8. U.S. Patent Application Serial No. 12/973,868 filed on December 20, 2010 and entitled "Integrated Online and Physical Location Merchandizing";
9. U.S. Patent Application Serial No. 13/176,671 filed on July 5, 2011 and entitled "Retail Website User Interface";
10. U.S. Design Patent No. D660,866 filed on October 18, 2010 and entitled "Communications Terminal Display With Graphical User Interface";
11. U.S. Patent Application Serial No. 13/339,170 filed on December 28, 2011 and entitled "Displaying Partial Logos"; and,

12. U.S. Patent Application Serial No. 13/974,948 filed on August 23, 2013 and entitled
“Integrated Online and Physical Location Merchandizing”

13. U.S. Patent Application Serial No. 29/409,750 filed on December 28, 2011 and
entitled “Generated Image”

14. U.S. Patent Application Serial No. 29/409,747 filed on December 28, 2011 and
entitled “Generated Image”

15. U.S. Patent Application Serial No. 13/339,164 filed on December 28, 2011 and
entitled “Highlighting Guest Reviews”

16. U.S. Patent Application Serial No. 29/377,141 filed on October 18, 2011 and entitled
“Graphical User Interface for a Communications Terminal Display”