

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

EPAS ID: PAT3221862

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | ASSIGNMENT |
| CONVEYING PARTY DATA | |
| | |
| Name | Execution Date |
| JEREMY A. CLARK | 02/05/2015 |
| MICHAEL A. WHITTIER | 02/05/2015 |
| DAVID JOSEPH FLOERSCH | 02/05/2015 |
| DAVID CHENEY | 02/05/2015 |
| 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: | 29516528 |
| CORRESPONDENCE DATA | |
| Fax Number: | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | |
| Email: | kristin.scheer@gs-iplaw.com |
| Correspondent Name: | TARGET BRANDS, INC. |
| Address Line 1: | 1000 NICOLLET MALL |
| Address Line 4: | MINNEAPOLIS, MINNESOTA 55403 |
| ATTORNEY DOCKET NUMBER: | 201406034 |
| NAME OF SUBMITTER: | JOANN M. SEATON |
| SIGNATURE: | /JOANN M. SEATON/ |
| DATE SIGNED: | 02/11/2015 |
| | This document serves as an Oath/Declaration (37 CFR 1.63). |
| Total Attachments: 3 | |
| source=20150209_DEC#page1.tif | |
| source=20150209_DEC#page2.tif | |

Combined Declaration (37 C.F.R. 1.63) for a Patent Application Using an Application Data Sheet and Assignment

As a below named inventor, I hereby declare that:

This declaration is directed to the invention entitled:

RETAIL DISPLAY FIXTURE

the specification of which is attached hereto unless the following is checked:

- The specification was filed on February 3, 2015 and assigned U.S. Patent Application Serial No. 29/516,528.

The above-identified application was made or authorized to be made by me.

I believe I am the original sole inventor (if only one name is listed below) or an original joint inventor (if plural names are listed below) of a claimed invention in the application.

I have reviewed and understand the contents of the above-identified specification, including the claims, as amended by any amendment referred to above.

I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me to be material to patentability as defined in 37 C.F.R. § 1.56.

Whereas, the undersigned inventor(s) has/have made certain inventions, improvements, and discoveries (herein referred to as the "Invention") disclosed in the above-identified patent application and further identified by the Attorney Docket Number provided in the above header of this document.

Whereas, Target Brands, Inc. ("Assignee"), a corporation, having offices at 1000 Nicollet Mall, Minneapolis, Minnesota 55403, is desirous of acquiring, and each undersigned inventor desires to grant to the Assignee, the entire right, title and interest in and to said Invention and to any an all patent applications and patents directed thereto.

Now, therefore, for good and valuable consideration, the receipt and sufficiency thereof being hereby acknowledged, each undersigned inventor ("Assignor") hereby sells or has sold, assigns or has assigned, and otherwise transfers or has transferred to the said Assignee, its successors, legal representatives, and assigns, the entire worldwide 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 I do hereby authorize and request the Commissioner of Patents to issue said Letters Patent to the above mentioned Assignee in accordance herewith.

U.S. PATENT APPLICATION
Attorney Docket No. 201406034 (101.0906.D01)

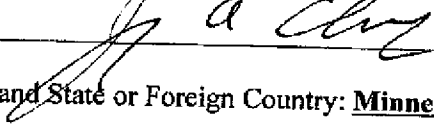
I hereby authorize said Assignee, its successors and assigns, or anyone it may properly designate, to apply for Letters Patent, in its own name if desired, in any and all foreign countries, and additionally to claim the filing date of said United States application and/or otherwise take advantage of the provisions of the International Convention.

I 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.

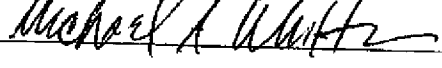
Upon said consideration I do hereby covenant and agree with the said Assignee, its successors and assigns, that I will not execute in writing or do any act whatsoever conflicting with these presents, and that I or my executors or administrators will at any time upon request, without further or additional 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.

I hereby acknowledge that any willful false statement made in this declaration is punishable under 18 U.S.C. 1001 by fine or imprisonment of not more than five (5) years, or both, and that such willful false statements may jeopardize the validity of the application or any patent issued thereon.

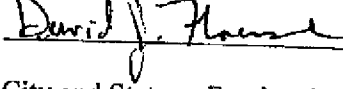
(1) Legal Name of Inventor: **Jeremy A. CLARK**

Signature:  Date: 2/05/15
Residence City and State or Foreign Country: Minneapolis, MN

(2) Legal Name of Inventor: **Michael A. WHITTIER**


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(3) Legal Name of Inventor: **David Joseph FLOERSCH**

Signature:  Date: 2/5/15
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U.S. PATENT APPLICATION
Attorney Docket No. 201406034 (101.0906.D01)

(4) Legal Name of Inventor: **David CHENEY**

Signature:  Date: **2/5/2015**

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