

## PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1  
 Stylesheet Version v1.2

EPAS ID: PAT4594481

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
SOUTHERN IMPERIAL, INC.	09/11/2017
<b>RECEIVING PARTY DATA</b>	
<b>Name:</b>	TARGET BRANDS, INC.
<b>Street Address:</b>	1000 NICOLLET MALL
<b>City:</b>	MINNEAPOLIS
<b>State/Country:</b>	MINNESOTA
<b>Postal Code:</b>	55403
<b>PROPERTY NUMBERS Total: 1</b>	
<b>Property Type</b>	<b>Number</b>
Application Number:	29617498
<b>CORRESPONDENCE DATA</b>	
<b>Fax Number:</b>	(612)334-3312
<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>	
<b>Email:</b>	eashlin@wck.com
<b>Correspondent Name:</b>	LEANNE TAVEGGIA FARRELL
<b>Address Line 1:</b>	900 SECOND AVENUE SOUTH
<b>Address Line 2:</b>	SUITE 1400
<b>Address Line 4:</b>	MINNEAPOLIS, MINNESOTA 55402
<b>ATTORNEY DOCKET NUMBER:</b>	201703805/LTF 3/3
<b>NAME OF SUBMITTER:</b>	EMILY ASHLIN
<b>SIGNATURE:</b>	/Emily Ashlin/
<b>DATE SIGNED:</b>	09/14/2017
<b>Total Attachments: 1</b>	
source=2017-09-14 Assignment - Southern Imperial to Target#page1.tif	

# ASSIGNMENT

Attorney Docket No.

201703805

WHEREAS, Southern Imperial, Inc., a corporation, having offices at 1400 Eddy Avenue, Rockford, Illinois 61103, (hereinafter referred to as ASSIGNOR), is a joint owner of an invention described in an application for Letters Patent of the United States entitled DISPLAY HOLDER, being identifiable in the United States Patent and Trademark Office by Application No. 29/617,498, filed 2017-09-14; 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 Letters Patent or similar legal protection, foreign or domestic, to be obtained therefor;

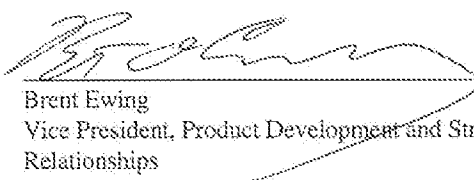
NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor transfers to Assignee, its successors and assigns, Assignor's entire right, title and interest in and to the invention, the above-identified application, corresponding domestic and foreign applications including continuations applications, continuing applications, divisional applications and continuation-in-part applications, all 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 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 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 Letters Patent or similar legal protection on the invention in any and all countries.

Southern Imperial, Inc.

09-11-17  
DATE

  
Brent Ewing  
Vice President, Product Development and Strategic Relationships