

## PATENT ASSIGNMENT COVER SHEET

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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT
<b>CONVEYING PARTY DATA</b>	
<b>Name</b>	<b>Execution Date</b>
LYNX INNOVATION LIMITED	07/28/2020
<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:	29745027
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<b>ATTORNEY DOCKET NUMBER:</b>	202003084
<b>NAME OF SUBMITTER:</b>	CHRISTINE N. NELSON
<b>SIGNATURE:</b>	/Christine N. Nelson/
<b>DATE SIGNED:</b>	08/10/2020
<b>Total Attachments: 1</b> source=Lynx-Target#page1.tif	

**ASSIGNMENT**  
**DESIGN**

Attorney Docket No.

202003084

WHEREAS, LYNX Innovation Limited, a New Zealand Limited Company, having offices at Unit 2a, 331 Rosedale Road, Albany, North Shore City 0632, Auckland, New Zealand (hereinafter referred to as ASSIGNORS), is a joint owner of an invention described in an application for Letters Patent of the United States entitled DISPLAY RISER, the application having been executed on even date herewith, and/or being identifiable in the United States Patent and Trademark Office by Application No. 29/745,027, filed August 3, 2020; and

WHEREAS, Target Brands, Inc. (hereinafter referred to as ASSIGNEE), a corporation having offices at 1000 Nicollet Mall, Minneapolis, Minnesota 55403, U.S.A., 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, Assignor transfers to Assignee, its successors and assigns, Assignor's entire right, title and interest in and to the design, the above-identified application, corresponding domestic and foreign applications including continuation applications, continuing applications, divisional applications and continuation-in-part applications, all Design Letters Patent(s) 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, to insert in this instrument the filing date and serial number of the application when ascertained.

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 represent 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 design in any and all countries.

**LYNX Innovation Limited**

28<sup>th</sup> JULY 2020  
DATE

K. Huijich  
Kevin Huijich  
Director of Product Development