

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
ERIC A. MARKS	10/07/2021
KEATON F. VAN'T HULL	10/11/2021
PATRICK M. GREENWELL	10/08/2021
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:	17498974
CORRESPONDENCE DATA	
Fax Number:	(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>	
Phone:	6123343222
Email:	cnelson@wck.com
Correspondent Name:	THEODORE M. MAGEE
Address Line 1:	121 SOUTH EIGHTH STREET, SUITE 1100
Address Line 4:	MINNEAPOLIS, MINNESOTA 55402
ATTORNEY DOCKET NUMBER:	202102387
NAME OF SUBMITTER:	CHRISTINE N. NELSON
SIGNATURE:	/Christine N. Nelson/
DATE SIGNED:	10/12/2021
Total Attachments: 6	
source=202102387 Assignment - Signed Eric2#page1.tif	
source=202102387 Assignment - Signed Eric2#page2.tif	
source=Assignment Keaton-cute#page1.tif	
source=Assignment Keaton-cute#page2.tif	

source=assignment Greenwell-cute#page1.tif

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ASSIGNMENT

Docket No.

202102387

WHEREAS, we, Eric A. Marks, Keaton F. Van't Hull and Patrick M. Greenwell (hereinafter referred to as ASSIGNORS), are the inventors of an invention described in an application for Letters Patent of the United States entitled BEACON SYSTEM, the application having been executed on even date herewith, and/or being identifiable in the United States Patent and Trademark Office by Application No. 17/498,974, filed October 12, 2021; 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(s), corresponding domestic and foreign applications claiming rights or benefits to the above-identified application(s) including non-provisional applications, continuation applications, continuing applications, divisional applications, reissue applications, reexamination applications, design 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, including all rights of priority; together with all of the income, royalties, damages and payments now or hereafter due or payable with respect thereto, and all claims for damages by reason of past, present and future infringement of the rights assigned under this assignment with the right to sue for and collect the same for the ASSIGNEE'S own use and benefit, and for the use and benefit of the ASSIGNEE'S successors, assigns and other legal representatives, as fully and entirely as the same would have been held and enjoyed by ASSIGNOR if this transfer to ASSIGNEE had not been made; 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.



10/7/2021

DATE

Eric A. Marks

DATE

Keaton F. Van't Hull

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Docket No.

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Patrick M. Greenwell

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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.

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10/11/2021

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Eric A. Marks

/Keaton Van't Hull/

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DATE

Eric A. Marks

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Keaton F. Van't Hull

ASSIGNMENT

Docket No.

202102387

10/8/2021

DATE

/Patrick M. Greenwell/

Patrick M. Greenwell