

11/24/03

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Form PTO-1594 (Rev. 10/02) OMB No. 0651-0027 (exp. 6/30/2005) Tab settings

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

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

Target Brands, Inc.

- Individual(s) Association General Partnership Limited Partnership Corporation-State Other

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

2. Name and address of receiving party(ies)

Name: British Broadcasting Corp.

Internal Address: Broadcasting House

Street Address: Portland Place

City: London State: Zip: W1A 1AA

- Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Other UK Corporation

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No (Designations must be a separate document from assignment) Additional name(s) & address(es) attached? Yes No

3. Nature of conveyance:

- Assignment Merger Security Agreement Change of Name Other

Execution Date: 8/12/2003

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 2,128,363; 2,768,949

Additional number(s) attached Yes No

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

Name: Target Brands, Inc.

Internal Address: TPS-3165

Street Address: 1000 Nicollet Mall

City: Minneapolis State: MN Zip: 55403

6. Total number of applications and registrations involved: 2

7. Total fee (37 CFR 3.41) \$ 65.00

- Enclosed Authorized to be charged to deposit account

8. Deposit account number:

20-0089

11/25/2003 BY/ME 00000215 200089 2128363

01 FC:8521 02 FC:8522

40.00 BA

DO NOT USE THIS SPACE

9. Signature.

Erica Street Name of Person Signing

Signature

11/13/03 Date

Total number of pages including cover sheet, attachments, and document: 2

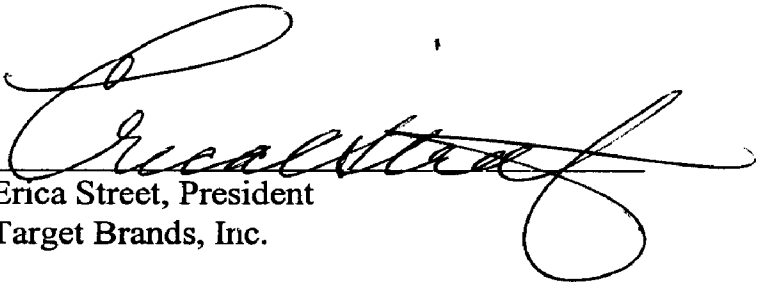
Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

TRADEMARK ASSIGNMENT

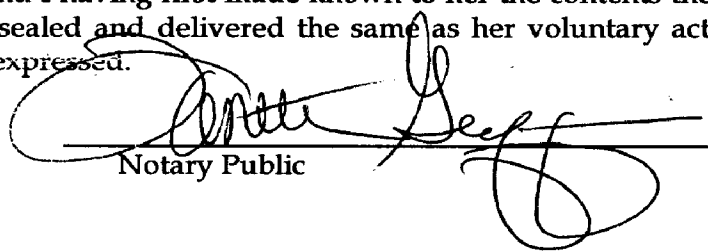
Whereas, Target Brands, Inc., having an address of 1000 Nicollet Mall, Minneapolis, MN 55403 ("Target"), has adopted, used and is using the following marks (the "Marks"): VIDEO CUSTOMER REWARDS, which is registered in the United States Patent and Trademark Office as Registration No. 2,128,363, dated January 13, 1998; and Design mark (SIMON BAKER), which is registered in the United States Patent and Trademark Office as Registration No. 2,768,949, dated September 30, 2003.

Whereas, British Broadcasting Corporation, having an address of Broadcasting House, Portland Place, London, W1A 1AA ("BBC"), is desirous of acquiring said Marks and the registrations thereof.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Target does hereby assign to BBC all right, title and interest in and to said Marks, together with the good will of the business symbolized by the Marks and the above identified registration, and the right to sue for and collect damages for past infringement.


Erica Street, President
Target Brands, Inc.

BE IT REMEMBERED that on this 13th day of November 2003, before me, a Notary Public, personally appeared Erica Street, who I am satisfied is the person named in and who executed the foregoing instrument in my presence, and I having first made known to her the contents thereof, she did acknowledge that she signed, sealed and delivered the same as her voluntary act and deed for the uses and purposes therein expressed.


Notary Public