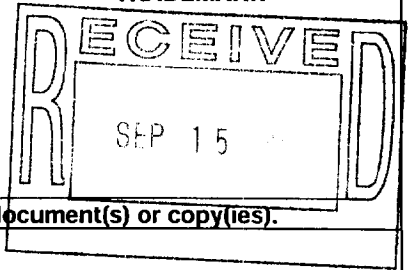


09-17-1998



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### RECORDATION FORM COVER SHEET TRADEMARKS ONLY

TO: The Commissioner of Patents and Trademarks: Please record the attached original document(s) or copy(ies).

9-15-98

#### Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID #
- Correction of PTO Error  
Reel #  Frame #
- Corrective Document  
Reel #  Frame #

#### Conveyance Type

- Assignment  License
- Security Agreement  Nunc Pro Tunc Assignment  
Effective Date  
Month Day Year
- Merger
- Change of Name
- Other

#### Conveying Party

Mark if additional names of conveying parties attached

Name  Execution Date  
Month Day Year

Formerly

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization

#### Receiving Party

Mark if additional names of receiving parties attached

Name

DBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)     
City State/Country Zip Code

- Individual  General Partnership  Limited Partnership  If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)
- Corporation  Association
- Other
- Citizenship/State of Incorporation/Organization

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Public burden reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0651-0027), Washington, D.C. 20503. See OMB Information Collection Budget Package 0651-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to  
Commissioner of Patents and Trademarks, Box Assignments, Washington, DC-20231

TRADEMARK

REEL: 1788 FRAME: 0769

**Domestic Representative Name and Address**

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Correspondent Name and Address**

Area Code and Telephone Number

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

**Pages**

Enter the total number of pages of the attached conveyance document including any attachments.

#

**Trademark Application Number(s) or Registration Number(s)**

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

<input type="text" value="1763488"/>	<input type="text"/>	<input type="text"/>
<input type="text" value="1427436"/>	<input type="text"/>	<input type="text"/>
<input type="text"/>	<input type="text"/>	<input type="text"/>

**Number of Properties**

Enter the total number of properties involved.

#

**Fee Amount**

Fee Amount for Properties Listed (37 CFR 3.41):

\$

Method of Payment:

Enclosed

Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

Deposit Account Number:

#

Authorization to charge additional fees:

Yes

No

**Statement and Signature**

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

NANCY E. HUSNIK, as agent for

Name of Person Signing

DAYTON HUDSON CORPORATION

Signature

9/11/98

Date Signed

## SPECIFIC TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made and entered into this 15<sup>th</sup> day of April, 1998, by and between Minnesota Communications Group and Minnesota Public Radio, each a non-profit corporation organized under the laws of the State of Minnesota (collectively, "Assignors"), and Dayton Hudson Corporation, a business corporation organized under the laws of the State of Minnesota ("Assignee").

WHEREAS, Assignors individually and respectively have adopted and used and are the owners of the following trademarks and service marks:

### Federally Registered United States Trademarks And Service Marks:

<u>Mark</u>	<u>Goods/Services</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Owner</u>
<i>Wireless</i>	mail order catalog services featuring gift items	1,763,488	04/6/93	Minnesota Public Radio
<i>Wireless</i>	national mail order catalogs	1,427,436	02/3/87	Minnesota Public Radio

### Pending Federal Service Mark Applications:

<u>Mark</u>	<u>Services</u>	<u>Serial No.</u>	<u>Appl. Date</u>	<u>Owner</u>
<i>Classics</i>	mail order catalog and telephone services featuring sound recordings	75-241,368	02/13/97	Minnesota Communications Group

and the common law trademark *Wireless Audio* for mail order catalog and telephone services, (collectively the "Marks"), and pursuant to a Stock Purchase Agreement and an Affinity Agreement dated the date hereof have agreed to assign all of their respective rights in the Marks to Assignee, including all registrations and applications for registration therefor.

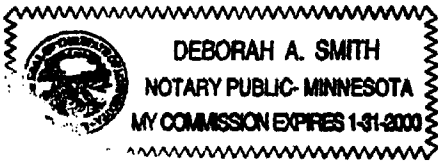
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors do hereby transfer, assign and sell to Assignee all of their right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, all registrations and applications for registration of the Marks, and all claims for damages by reason of past infringement of the Marks with the right to sue for and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

MINNESOTA COMMUNICATIONS GROUP

By: Deborah Chernick  
Executive Director

Subscribed and sworn to before me  
this 5<sup>th</sup> day of April, 1998.

Deborah Smith  
Notary Public



MINNESOTA PUBLIC RADIO

By: William H. King  
President of Board of Trustees

Subscribed and sworn to before me  
this 5<sup>th</sup> day of April, 1998.

Deborah Smith  
Notary Public

M2:20162373.01

