

9-15-98

FORM PTO-1618A
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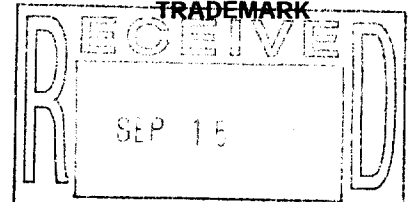
09-17-1998



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U.S. Department of Commerce
Patent and Trademark Office

TRADEMARK



RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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

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

Execution Date
Month Day Year

Name

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

Corporation Association

Other

Citizenship/State of Incorporation/Organization

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.)

FOR OFFICE USE ONLY

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Mail documents to be recorded with required cover sheet(s) information to:
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

TRADEMARK
REEL: 1788 FRAME: 0773

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" value="1446466"/>	<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"/>	<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 [Signature] 9/11/98
 Name of Person Signing Signature Date Signed

AS AGENT FOR DAYTON HUDSON CORPORATION

MASTER TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is made and entered into this 15th 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 trademarks set forth in the attached Exhibit A (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.

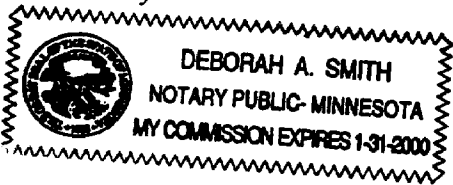
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignors do hereby transfer, assign and sell to Assignee all of their right, title and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, all registrations and applications for registration of the Marks, including those specifically identified in Exhibit A, 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 15th day of April, 1998.

Deborah A. Smith
Notary Public



MINNESOTA PUBLIC RADIO

By: Alan H. Klein
President of Board of Trustees

Subscribed and sworn to before me
this 15th day of April, 1998.

Deborah A. Smith
Notary Public

M2:20162319.01

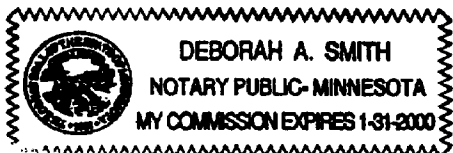


EXHIBIT A - MASTER TRADEMARK ASSIGNMENT

Common law trademarks and service marks:

<u>Mark</u>	<u>Services</u>
<i>For Fans and Friends of Public Radio</i>	Mail order catalog services featuring gift items
<i>Wireless Outlet</i>	Mail order catalog services featuring gift items

State trademark/service mark registrations:

<u>Mark</u>	<u>Services</u>	<u>State</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Owner</u>
<i>Classics by Mail</i>	Catalog of audio recordings	MN	11,184	06/11/86	Minnesota Public Radio

United States federal trademark and service mark registrations:

<u>Mark</u>	<u>Goods</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Owner</u>
<i>Uff da!</i>	Mugs	1,446,466	07/07/87	Minnesota Public Radio

Foreign trademark/service mark registrations and applications:

<u>Mark</u>	<u>Country</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>Owner</u>
<i>Wireless</i>	Canada	450979	12/1/95	Minnesota Public Radio
<i>Wireless</i>	Japan	3340927	08/22/97	Minnesota Public Radio

Assumed Names:

<u>Name</u>	<u>State</u>	<u>Reg. Date</u>	<u>Registrant</u>
<i>Classics By Mail</i>	MN	03/31/86	Minnesota Public Radio
<i>Wireless</i>	MN	12/20/82	Minnesota Public Radio

M2:20162319.01