

10-11-2000



101483777

9-21-00

09-21-2000

RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY

U.S. Patent & TMO/TM Mail Rpt Dt. #57

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
  - Merger  Change of Name
  - Other \_\_\_\_\_
- Effective Date  
Month Day Year  
\_\_\_\_\_

Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name Target Brands, Inc.

09152000

Formerly \_\_\_\_\_

78003795

- Individual  General Partnership  Limited Partnership  Corporation  Association
- Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Minnesota corporation

Receiving Party

Mark if additional names of receiving parties attached

Name Worldwide Retail Exchange LLC

DBA/KA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) c/o Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C.

Address (line 2) One Fountain Square, 11911 Freedom Drive, Suite 400

Address (line 3) Reston Virginia 20190

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 Delaware limited liability company

FOR OFFICE USE ONLY

10/11/2000 MTHAI1 00000036 78003795

40.00 OP

01 FC: #81

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, D.C. 20231

TRADEMARK  
REEL: 002152 FRAME: 0651

**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" value="78/003,795"/>	<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"/>	<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.)

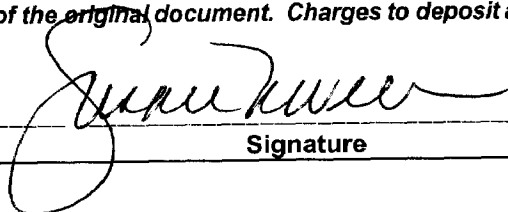
Deposit Account Number: #

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.

Susan Neuberger Weller  
Name of Person Signing



Signature

September 20, 2000  
Date Signed

**TRADEMARK ASSIGNMENT**

WHEREAS, **TARGET BRANDS, INC.**, a Minnesota corporation with a business address at 33 South Sixth Street CC38-D, Minneapolis, Minnesota 55402 (“Assignor”), has adopted and used in commerce the trademark which was filed in the U.S. Patent and Trademark Office as Application Serial No. 78/003,795, filed April 12, 2000, for the mark **WORLDWIDE RETAIL EXCHANGE** (“Mark”); and

WHEREAS, **WORLDWIDE RETAIL EXCHANGE LLC**, a Delaware limited liability company with a business address at c/o Mintz, Levin, Cohn, Ferris, Glovsky and Popeo, P.C., One Fountain Square, 11911 Freedom Drive, Reston, VA 20190 (“Assignee”) desires to acquire the Mark, application, and the goodwill thereof.

NOW, THEREFORE, for good and valuable consideration the sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in the Mark, together with the goodwill of the business symbolized by the mark, as well as the right to sue for and collect damages for past infringement.

TARGET BRANDS, INC.

By: Amy B. Funk

Name: Amy B. Funk

Title: Assistant Secretary

Dated: September 15, 2000

Restondocs:13485.1(@#1.01!.DOC)