

04-15-2002

Form PTO-1594 (Rev. 6-93)

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U.S. DEPARTMENT OF COMMERCE

OMB No. 0651-0011 (exp. 4/94)

102055133

Patent and Trademark Office

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

1. Name of conveying party(ies):
 Dayton Hudson Brands, Inc. **4-1-02**

Individual(s) Association
 General Partnership Limited Partnership
 Corporation: Minnesota Company
 Other _____

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

2. Name and address of receiving party(ies):
 Target Brands, Inc.
 1000 Nicollet Mall, TPS-3165
 Minneapolis, MN 55403-2467

Individual(s) Association
 General Partnership Limited Partnership
 Corporation: of the State of Minnesota
 Other _____

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other: CORRECT TRADEMARK APPLICATION/
 REGISTRATION AGAINST WHICH THE DOCUMENT
 RECORDED MAY 12, 2000 AT FRAME: 2087/0288 WAS
 RECORDED - DELETE SERIAL NO. 72/466,571 (DREXEL
 HERITAGE & DESIGN) AND 73/414,664 (GAVILAN); ADD
 APPLICATIONS DESCRIBED BELOW IN SECTION 4A.
 Execution Date: JANUARY 28, 2000

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):

4. Application number(s) or trademark number(s), and identification or description of the mark(s):

<p>A. Trademark Application No(s), and description 71/466,571 OVAL ROOM 73/418,664 MARSHALL FIELD'S</p>	<p>B. Trademark Registration No(s), and description</p>
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5. Name and address of party to whom correspondence concerning document should be mailed:

JAMES R. STEFFEN
 FAEGRE & BENSON LLP
 2200 Wells Fargo Center
 90 South Seventh Street
 Minneapolis, MN 55402-3901
 612/766-8508

6. Total number of applications and registrations involved: 01

04/12/2002 DBYRNE 00000290 060029 71466571
 01 FC:401 40.00 CH
 02 FC:402 25.00 CH

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

Enclosed
 Authorized to be charged to deposit account for underpayment

8. Deposit Account number: 06-0029

DO NOT USE THIS SPACE

9. 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.

JAMES R. STEFFEN
 Name of person signing

James R. Steffen
 Signature

3/21/02
 Date

Total number of pages including cover sheet, attachments, and document: 21

Mail documents to be recorded with required cover sheet information to:
 Director - U.S. Patent and Trademark Office, Box Assignments
 Washington, D.C. 20231

REEL: 2087 FRAME: 0288 DATE RECORDED : 05/12/2000

NUMBER OF PAGES: 014

ASSIGNOR: DAYTON HUDSON BRANDS, INC.

ASSIGNEE: TARGET BRANDS, INC.

BRIEF : CHANGE OF NAME

CORRESPONDENCE ADDRESS: TARGET BRANDS, INC.
 KRISTINA A. KEMP
 CC-38D
 33 SOUTH SIXTH STREET
 MINNEAPOLIS, MN 55402

SERIAL NUMBER: 72/120795	REGISTRATION NUMBER: 0731213
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REEL: 002483 FRAME: 0585

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REEL: 2087 FRAME: 0288 DATE RECORDED : 05/12/2000

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SERIAL NUMBER: 75/678570	REGISTRATION NUMBER: 0000000
SERIAL NUMBER: 75/695778	REGISTRATION NUMBER: 0000000
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SERIAL NUMBER: 75/783640	REGISTRATION NUMBER: 2462662
SERIAL NUMBER: 75/783641	REGISTRATION NUMBER: 0000000
SERIAL NUMBER: 75/787939	REGISTRATION NUMBER: 0000000
SERIAL NUMBER: 75/788009	REGISTRATION NUMBER: 0000000
SERIAL NUMBER: 75/788316	REGISTRATION NUMBER: 0000000

PRESS XMIT LINE TO CONTINUE. ENTER 'P' HERE TO PAGE BACKWARDS:
 FOR A NEW SEARCH ENTER TRANSACTION CODE AND SEARCH STRATEGY HERE: 03/11/02 09:48

REEL:	2087	FRAME:	0288	DATE RECORDED :	05/12/2000
NUMBER OF PAGES:	014				
SERIAL NUMBER:	75/788528	REGISTRATION NUMBER:	0000000		
SERIAL NUMBER:	75/789812	REGISTRATION NUMBER:	2355364		
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SERIAL NUMBER:	75/874066	REGISTRATION NUMBER:	0000000		
SERIAL NUMBER:	75/875338	REGISTRATION NUMBER:	0000000		

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 FOR A NEW SEARCH ENTER TRANSACTION CODE AND SEARCH STRATEGY HERE: 03/11/02 09:48

REEL:	2087	FRAME:	0288	DATE RECORDED :	05/12/2000
NUMBER OF PAGES:	014				
SERIAL NUMBER:	75/883052	REGISTRATION NUMBER:	0000000		

ASSIGNMENTS RECORDED PRIOR TO 1/1/55 ARE NOT CONTAINED IN THIS DATA BASE.

LAST PAGE. ENTER 'P' HERE TO PAGE BACKWARDS:
 FOR A NEW SEARCH ENTER TRANSACTION CODE AND SEARCH STRATEGY HERE: 03/11/02 09:49

TRADEMARKS ONLY

06-05-2000



101373508

To Please

and Trademarks: ment or copy thereof

Dayton Hudson Brands, Inc.

33 South Sixth Street
Minneapolis, MN 55402

MAD
5.12.00

Name: Target Brands, Inc.

Internal Address: Attn: Kristina Kemp

Street Address: 33 South Sixth Street, CC-38D

City: Minneapolis

State: MN

Zip: 55402

Entity: Target Brands, Inc.

Entity: Dayton Hudson Brands, Inc.

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

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

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3. INTEREST

- Assignment
- Change of Name
- Security Agreement
- Merger
- Other _____

If not domiciled in the United States, a domestic representative designation is attached:

- Yes
- No

(The attached document must not be an assessment)

4. A

A. Trademark Application No.(s)

See attached Exhibit A (12 pages)

B. Trademark Registration No.(s)

See attached Exhibit A (12 pages)

5. NAME AND ADDRESS OF THE APPLICANT

Name: Target Brands, Inc.

Internal Address: C/o Kristina A. Kemp
CC-38D

Street Address: 33 South Sixth Street

City: Minneapolis

State: MN

Zip: 55402

263

Applicable service fee charged to deposit account.

20-0089

06/02/2000 DNGUYEN 00000283 200089 2021093

DO NOT USE THIS SPACE

01 FC:481 40.00 CH
02 FC:482 6300.00 CH

9. DATE OF DEPOSIT OF AT LEAST ONE COPY OF THE DOCUMENTS: 28 January 2000

10. I, THE APPLICANT, HEREBY CERTIFY THAT THE INFORMATION CONTAINED HEREIN IS TRUE AND CORRECT.

Date: 11 May 2000

Signature: Kristina A. Kemp

Kristina A. Kemp
Name of Person Signing

Exhibit A

TMARK:	REGNO:	APPNO:
111 STATE	2,021,093	75/063,775
28 SHOP	1,879,839	74/468,759
700 EXPRESS	1,334,858	73/494,594
700 UNDER THE MALL	1,332,640	73/496,085
ABUNDANCE		75/865,444
ADVANCED SEATING		75/807,715
AMARANTH DESIGN	1,787,255	74/343,593
AMELIA'S	1,467,480	73/655,258
AMERICE	1,258,174	73/391,161
ARCHER FARMS	2,290,302	75/600,085
ARCHER FARMS	2,292,831	75/600,084
ASIAN ACCENT	2,096,334	74/666,901
ATTACHE'	1,229,990	73/344,438
Aunt Holly Design	1,411,353	73/515,635
BABY'S FAVORITES	1,850,667	74/323,194
BEDFORD FALLS SENTINEL	1,929,676	74/581,326
BELMONT		75/788,316
BIG LIFE	2,082,477	75/084,128
BOO'S & BARKLEY		75/653,584
BOUNDARY WATERS	1,231,508	73/365,954
BOUNDARY WATERS	1,373,293	73/507,798
BOUNDARY WATERS	1,315,877	73/412,483
BOUNDARY WATERS	1,550,578	73/761,420

TRADEMARK
REEL: 002087 FRAME: 0289
TRADEMARK
REEL: 002483 FRAME: 0589

Exhibit A



TMARK:	REGNO	APPNO.
BRIDGETOWN COLLECTION	2,214,626	75/397,655
C'EST TARGET		75/803,265
CAFFE GIO	2,000,888	74/667,631
CAHILL & COMPANY	1,522,610	73/733,407
CAMMIE'S	1,935,268	74/585,387
CHARGE AHEAD	1,945,254	74/567,963
Chevron Design	875,811	72/295,622
CHRISTMAS ORIGINALS	1,027,945	73/040,988
CHRISTMAS PETITES		75/453,301
CIRCA		75/041,469
CIRCLE OF GIVING	2,022,259	75/060,312
CIRCO	1,849,226	74/161,919
CIRCO	1,841,112	74/801,541
CITY SIGHTS		75/470,475
CLASSICS		75/241,368
CLUB WEDD	1,846,353	74/365,741
CLUBFELLOW	1,292,380	73/410,307
COACH YOUR KIDS		75/788,578
DAISY SALE	1,345,291	73/508,291
DAYTON'S	1,317,428	73/482,290
DAYTON'S GOURMET and De	2,054,748	75/073,196
DAYTON'S OVAL ROOM	731,213	72/120,795
DURABUILT	1,978,391	74-695,586

TRADEMARK
REEL: 002087 FRAME: 0290

TRADEMARK
REEL: 002483 FRAME: 0590

Exhibit A

TMARK	REGNO:	APPNO:
DURABUILT	1,940,042	74-622,945
ECCENTRICITIES (Stylized)	1,862,119	74/455,878
EQUIPT		75/837,446
ESTATES COLLECTION	1,899,424	74/268,278
EVERYDAY HERO	1,818,278	74/386,276
EXPECT MORE. PAY LESS	2,256,194	75/009,319
EYE OPENERS		75/783,640
FAITHFUL FRIENDS	2,112,959	75/083,899
FANCY THAT	2,156,572	75/258,114
FANCY THAT	2,035,790	75/085,728
FAVORITES	1,348,072	73/470,324
FIELD GEAR	2,342,203	75/416,159
FIELD GEAR	1,512,788	73/698,553
FIELD MANOR	1,446,557	73/624,666
FIELD SPORT (Stylized)	1,284,418	73/425,748
FIELD'S	1,304,257	73/437,573
FIELD'S AFAR	2,224,223	75/418,218
FIELDGEAR (Stylized)	1,285,337	73/425,746
FOOD AVENUE	1,693,670	74/102,208
FRANGO	1,297,227	73/449,201
FRANGO	1,064,058	73/100,803
FRANGO	1,279,145	73/416,357
FRANGO	1,779,123	74/331,157

TRADEMARK
REEL: 002087 FRAME: 0291

TRADEMARK
REEL: 002483 FRAME: 0591

TMARK:	REGNO:	APPNO:
FREEDOM BAY	2,225,485	75/382,904
FRESH PAINT	2,217,895	75/306,237
FURIO	1,911,135	74/554,416
FYI	1,323,869	73/475,065
GALLERY 12	1,379,753	73/534,742
GALLERY COLLECTION	1,784,047	74/252,975
GARDEN ESTATES	2,027,938	74/712,379
GET INTO THE GAME		75/866,592
GOODNEST	1,841,615	74/408,139
GOURMET LUTHERAN COFF	2,201,344	75/355,887
Grandpa Marshall Field's Desig	1,411,354	73/515,635
GREATLAND	1,861,063	74/339,519
GREATLAND	1,585,723	73/818,392
GREATLAND	1,585,673	73/818,362
GREATLAND	1,606,455	73/838,979
GREATLAND	1,585,514	73/818,365
GREATLAND	1,641,912	74/055,563
GREATLAND	1,649,583	74/051,740
GREATLAND	1,384,442	73/553,449
HIGH BRIDGE and Design	1,734,492	74/182,983
HIGHBRIDGE CLASSICS	2,018,667	74/602,245
HINKY DINK KENNA'S	1,561,521	73/778,267
HOLIDAY BIRDS		75/783,641

TMARK:	REGNO	APPNO
HONORS	1,355,506	73/499,402
HONORS	1,914,573	74/570,472
HONORS	1,294,528	73/428,280
HONORS SPORT	1,355,550	73/519,476
HUDSON'S	1,337,316	73/482,460
HUDSON'S GOURMET	1,958,211	74/396,490
IFIX		75/695,798
'GLOO GREETINGS		75/852,277
ILOVEADEAL.COM		75/862,206
IN DUE TIME	2,188,412	75-209,701
INDEED'	2,055,543	75/136,009
INDEED'	2,337,438	75/512,010
INDIGO ROAD		75/791,233
INSITE (Stylized)	1,318,247	73/425,749
JNC		75/795,879
JUBILEE	1,465,930	73/507,754
KID'DADDLE	2,208,989	75/390,160
KISS YOUR OLD CLOTHES G	2,102,240	75/087,234
L'IL TREE IMAGINATION		75/311,784
LETTERS	2,040,375	75/073,607
LIFE'S MOMENTS	2,088,330	75/052,203
LULLABY CLUB	2,030,848	74/626,262
LULLABY CLUB	2,010,915	74/611,574

6/2/17

TMARK	REGNO:	APPNO
LULLABY CLUB	2,025,963	74/626,260
LULLABY NOTES		75/585,568
MANCHESTER		75/788,309
MANGO PANGO		75/795,880
MARKETPLACE (Stylized)	1,385,648	73/517,486
MARSHALL FIELD'S	1,273,988	73/410,309
MARSHALL FIELD'S (Stylized)	1,270,920	73/414,664
MARSHALL FIELD'S (Stylized)	1,273,987	73/410,308
MARSHALL FIELD'S (Stylized)	1,273,664	73/418,693
Marshall Field's Clock - Misc D	1,262,595	73/372,343
Marshall Field's Clock - Misc D	1,263,282	73/372,342
MARSHALL FIELD'S GOURME	1,474,607	73-886,121
MARSHALL FIELD'S GOURME	1,350,905	73/502,523
MARSHALL FIELD'S GOURME	1,360,871	73/515,030
MARZIA	2,037,214	75/080,608
MASTERPLAN	888,012	72/312,439
MERONA	2,150,687	75/260,583
MERONA	1,771,523	74/262,637
MERONA	1,727,283	74/245,926
MERONA	1,636,966	74/032,537
Miscellaneous Design (Bullseye	972,082	72/425,130
Miscellaneous Design (Bullseye	1,266,057	73/398,520
Miscellaneous Design Bullseye	n.a	75-518,100

TRADEMARK
REEL: 002087 FRAME: 0294

TRADEMARK
REEL: 002483 FRAME: 0594

TMARK	REGNO:	APPNO:
MISTLETOE and Design (of a B	1,578,413	73/829,093
MR SHIRLEY	1,329,031	73/439,201
MUNCH BREAK	2,150,801	75/270,185
NEW TRADITIONS	1,280,795	73/425,750
NOCTURNE		75/662,295
NORTHBRIAR	1,767,528	74/313,636
NORTHBRIAR	1,617,230	74/020,760
ON TARGET	1,147,658	73/222,912
OVAL ROOM	408,077	72/466,571
OXFORD		75/787,939
OXFORD & FULHAM		75/789,812
P.J HUGGABEE	2,025,267	75/011,622
PASTICHE	2,220,976	75/314,892
PESCHKA		75/423,303
PET ESSENTIALS	1,920,052	74/556,143
PRO SPIRIT	1,340,989	73/501,948
PRO SPIRIT	2,075,835	75/158,375
PRO SPIRIT PS and Design	1,354,374	73/519,474
RED CARD		75/874,066
RED CARD		75/875,338
RED SATIN		75/783,494
REGARDS	1,865,115	74/422,400
REPOSE		75/515,941

TRADEMARK
REEL: 002087 FRAME: 0295

TRADEMARK
REEL: 002483 FRAME: 0595



TMARK	REGNO	APPNO
ROMANTIC ESCAPES		75/585,263
ROYAL LEGACY		75/819,840
SANTABEAR	1,464,199	73/642,649
SANTABEAR	1,407,366	73-578,686
SEASIDE COLLECTION	1,824,127	74/368,553
SEASONS	1,791,998	74/234,806
SEASONS SMILE	2,266,555	75/425,373
SELECT	2,139,268	75-293,058
SELECT PERSONAL SHOPPI	2,088,378	75/077,960
SELECT SWEATS	1,898,150	74/330,490
SENSUAL TOUCH		75/662,500
SERENITY		75/666,674
SERENITY		75/678,570
SIGN OF THE TIMES		75/807,721
SIGNALS	2,245,980	75-452,694
SIGNALS (Stylized)	2,246,106	75/467,443
SILKEN TOUCH	1,386,838	73/505,437
SIMPLY GOLD		75/783,465
SNOWDEN	2,238,021	75/213,662
SNOWDEN	2,210,105	75/213,664
SNOWDEN	2,212,185	75/213,663
SNOWDEN	2,210,106	75/213,665
SNOWDEN	2,207,937	75/156,083

TRADEMARK
REEL: 002087 FRAME: 0296

TRADEMARK
REEL: 002483 FRAME: 0596

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Exhibit A

TMARK:	REGNO:	APPNO:
SOSTANZA	1,797,626	74/325,533
SPROCKETS	1,610,525	74/008,733
STERLING SILVER		75/783,464
STITCHWORKS	1,262,490	73/391,163
STORK CLUB	1,368,856	73/428,343
SUB DISTRICT	1,958,865	74/658,569
SUMMIT HILL	1,530,919	73/534,752
SUPER TARGET	1,961,031	74/532,774
SURREY	894,189	72/302,047
TARGET	1,146,216	73/208,790
TARGET	855,754	72/287,968
TARGET	856,539	72/287,967
TARGET	845,193	72/276,714
TARGET	816,110	72/237,166
TARGET	1,173,799	73/205,525
TARGET	2,139,290	75/302,389
TARGET	816,125	72/237,168
TARGET	818,410	72/237,172
TARGET	816,182	72/237,171
TARGET	1,141,503	73/205,451
TARGET	816,107	72/237,164
TARGET	1,140,300	73/208,840
TARGET	1,146,192	73/208,791

TRADEMARK
REEL: 002087 FRAME: 0297

TRADEMARK
REEL: 002483 FRAME: 0597

TMARK:	REGNO:	APPNO:
TARGET	2,302,127	75/589,299
TARGET	2,139,290	74/302,389
TARGET	1,138,540	73/208,839
TARGET	837,308	72/245,996
TARGET and Bullseye Design	845,615	72/276,713
TARGET and Bullseye Design	1,276,665	73/418,608
TARGET and Bullseye Design	1,267,027	73/405,907
TARGET and Bullseye Design	1,386,318	73/495,553
TARGET and Bullseye Design	1,608,994	74/001,508
TARGET and Bullseye Design	1,276,656	73/398,519
TARGET and Bullseye Design	1,282,536	73/397,622
TARGET and Bullseye Design	1,231,802	73/344,180
TARGET and Bullseye Design	1,272,500	73/398,398
TARGET and Bullseye Design	1,271,703	73/398,529
TARGET and Bullseye Design	1,266,109	73/398,521
TARGET and Bullseye Design	1,264,020	73/398,518
TARGET and Bullseye Design	1,261,972	73/397,602
TARGET and Design	1,282,569	73/397,606
TARGET CENTER	1,718,966	74/224,783
TARGET COMMUNITY FUND		75/671,174
TARGET GREATLAND	1,639,404	74/027,631
TARGET GREATLAND and Bul	1,641,791	74/-27,630
TARGET GUEST CARD	2,012,083	75/036,203

TRADEMARK
REEL: 002087 FRAME: 0298

TRADEMARK
REEL: 002483 FRAME: 0598

Exhibit A



TMARK:	REGNO:	APPNO:
TARGET HOUSE	2,091,444	75/189,527
TARGET THE FAMILY	1,917,860	74/408,555
TARGET.COM		75/883,052
THE LISTENERS CIRCLE	2,123,143	75/147,896
THE PLANET	2,312,993	75/414,633
THE PLANET and design	2,325,239	75/431,129
THE PLANET GLOBAL CLOTH	2,312,995	75/415,012
TIMBERLINE	2,141,513	75/146,828
TINY DINER CO.		75/629,226
TINY FINERY	1,379,186	73/498,757
TINY FINERY	1,335,615	73/398,742
TODAY/TONIGHT	1,835,516	74/400,895
TRANQUILITY BAY	1,992,078	74/610,741
TRANQUILITY BAY	2,081,607	75/155,994
TREATCETERA	1,893,258	74/497,224
TREATSEATS	1,718,896	74/154,541
TREETOP TIDINGS		75/695,799
TREND BASICS	1,843,352	74/036,907
UFF DA! (Stylized)	1,446,466	73/601,829
ULTRA TOUCH	1,206,751	73/300,470
VIDEO CUSTOMER REWARD	2,128,363	75/147,895
VIDEO TRACKERS	1,940,237	74/501,181
WELL & GOOD	2,342,202	75/414,937

TRADEMARK
 REEL: 002087 FRAME: 0299

TRADEMARK
 REEL: 002483 FRAME: 0599

