

Form PTO-1594 (Rev. 10/02) 2-23-04
OMB No. 0651-0027 (exp. 6/30/2005)
Tab settings

02-26-2004

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



102678254

original documents or copy thereof.

To the Honorable Commissioner of

1. Name of conveying party(ies):

Target Brands, Inc.

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

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

3. Nature of conveyance:

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

Execution Date: 01/28/2004

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

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

A. Trademark Application No. (s)

B. Trademark Registration No. (s) 2,806,310

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: 1

7. Total fee (37 CFR 3.41).....\$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

20-0089

DO NOT USE THIS SPACE

9. Signature.

Toni Dembski-Brandt

Name of Person Signing
02/25/2004 DBYRNE 00000042 200089 2806310

Toni Dembski-Brandt
Signature

1/28/04
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

01 FC:6521

40.00 DA

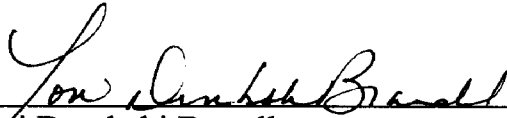
TRADEMARK
REEL: 002917 FRAME: 0873

TRADEMARK ASSIGNMENT

Whereas, Target Brands, Inc., having an address of 1000 Nicollet Mall, Minneapolis, MN 55403, has adopted, used and is using the following mark: BRITANNIA, which is pending in the United States Patent and Trademark Office as Registration No. 2806310, dated January 20, 2004 (the "Mark").

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



Toni Dembski Brandl
Assistant Corporate Secretary
Target Brands, Inc.

BE IT REMEMBERED that on this 28 day of JANUARY 2004, before me, a Notary Public, personally appeared Toni Dembski-Brandl, 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

