

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Target Brands, Inc.		09/09/2004	CORPORATION: MINNESOTA

RECEIVING PARTY DATA	
Name:	The May Department Stores Company
Street Address:	611 Olive Street
City:	St. Louis
State/Country:	MISSOURI
Postal Code:	63101
Entity Type:	CORPORATION: NEW YORK

PROPERTY NUMBERS Total: 3		
Property Type	Number	Word Mark
Registration Number:	2156572	FANCY THAT
Registration Number:	408077	OVAL ROOM
Registration Number:	2561868	THE SHEER JOY OF SHOPPING

CORRESPONDENCE DATA	
Fax Number:	(612)696-5100
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	612-696-0109
Email:	shayne.brown@target.com
Correspondent Name:	Shayne Brown
Address Line 1:	1000 Nicollet Mall
Address Line 2:	TPS-3165
Address Line 4:	Minneapolis, MINNESOTA 55403

ATTORNEY DOCKET NUMBER:	2004-000174
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NAME OF SUBMITTER:	Shayne Brown
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Total Attachments: 1 source=Executed_assignment_to_May2#page1.tif
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**TRADEMARK ASSIGNMENT**

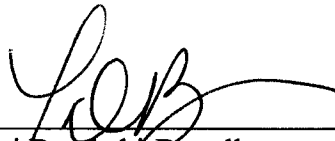
**Whereas**, Target Brands, Inc., having an address of 1000 Nicollet Mall, Minneapolis, MN 55403 ("Target"), has adopted, used and is using the following marks (the "Marks"):

<u>Trademark / Service Mark</u>	<u>Registration No.</u>	<u>Registration / Renewal Date</u>
FANCY THAT	2156572	12 May 1998
OVAL ROOM	408077	18 July 1944 / 18 July 1984
THE SHEER JOY OF SHOPPING	2561868	16 April 2002

The Marks have been applied for and/or registered in the United States Patent and Trademark Office, as defined above by the Application and Registration Numbers.

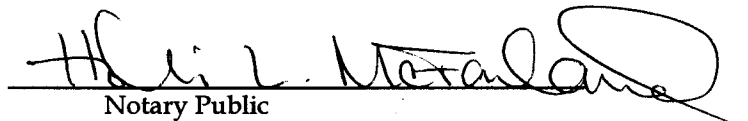
**Whereas**, The May Department Stores Company, a New York corporation, having an address of 611 Olive Street, St. Louis, Missouri 63101 ("May") is desirous of acquiring said Marks and the registrations or applications thereof;

**Now, therefore**, for good and valuable consideration, receipt of which is hereby acknowledged, Target does hereby assign to May, effective as of 11:59 PM Minneapolis time on July 31, 2004, all right, title and interest in and to said Marks, together with all goodwill associated therewith and the above identified registrations and applications, and the right to enforce all rights associated with the Marks, including, but not limited to, the right to sue for and collect damages for past infringement.



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Toni Dembski-Brandl  
Assistant Corporate Secretary  
Target Brands, Inc.

BE IT REMEMBERED that on this 9th day of September 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.



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Notary Public

