

10-21-2004



TRADEMARKS ONLY

IN THE UNITED STATES

102864607

TRADEMARK OFFICE

REGISTRANT : Target Brands, Inc.
 FOR THE MARK : **WIRELESS** and 4 others
 REGISTRATION NO. : 1,763,488 and 4 others
 REGISTRATION DATE : April 6, 1993
 ATTORNEY DOCKET NO. : USCZ 5 00035

10/18/04

Cleveland, Ohio 44114
October 13, 2004

RECORDATION FORM COVER SHEET

Mail Stop Assignment Recordation Services
 Director of the U.S. Patent
 and Trademark Office
 P.O. Box 1450
 Alexandria, VA 22313-1450

RECEIVED
 TRADEMARK OFFICE
 OCT 13 2004

Dear Sir:

Please record the attached original document or copy thereof.

1. Name of conveying Party(ies):

TARGET BRANDS, INC.

Entity:

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

10/20/2004 ECOOPER 00000242 1763488

01 FC:8521 40.00 CP
02 FC:8522 100.00 CP

2. Name and Address of receiving Party(ies):

Name: Universal Screen Arts, Inc. d/b/a What on Earth

Internal Address: _____

Street Address: 5581 Hudson Industrial Parkway

City: Hudson

State: Ohio

ZIP: 44236

Entity:

Individual-Citizenship Association

General Partnership Limited Partnership

Corporation-State Ohio

Other _____

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

Yes No

(Designation must be a separate document from Assignment.)

3. Nature of Conveyance:

Assignment Change of Name

Security Agreement Merger

Other _____

Execution Date: April 22, 2004

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

Additional sheet attached? Yes No

A. Trademark Appl. No.(s) B. Trademark Reg. No.(s)

_____	1,763,488
_____	1,427,436
_____	2,245,980
_____	2,246,106
_____	2,395,906

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: Sandra M. Koenig

Firm: Fay, Sharpe, Fagan, Minnich & McKee, LLP

Address: 1100 Superior Avenue

Seventh Floor

City: Cleveland

State: Ohio ZIP: 44114-2579

6. Total number of applications and registrations involved: 5

7. Total fee (37 C.F.R. 3.41): \$ 140.00

Enclosed

Authorized to be charge to deposit account

8. Deposit Account Number (attach duplicate copy of this form if paying by Deposit Account): 06-0308

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.

Respectfully submitted,

FAY, SHARPE, FAGAN,
MINNICH & MCKEE, LLP

October 13, 2004

Date

Sandra M Koenig

Sandra M. Koenig
1100 Superior Avenue
Seventh Floor
Cleveland, OH 44114-2579
(216) 861-5582

Total number of pages including cover sheet, attachments, and document: 5

CERTIFICATE OF MAILING

I hereby certify that this **RECORDATION FORM COVER SHEET** is being deposited with the United States Postal Service as first class mail in an envelope addressed to: Mail Stop Assignment Recordation Services, Director of the U.S. Patent and Trademark Office, P.O. Box 1450, Alexandria, VA 22313-1450, on **October 13, 2004**.

Christine A. Hutter

Christine A. Hutter

TRADEMARK ASSIGNMENT

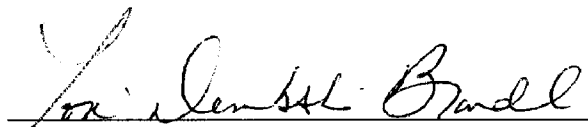
Whereas, Target Brands, Inc., having an address of 1000 Nicollet Mall, Minneapolis, MN 55403 ("Target"), has adopted and used the following marks (the "Marks"):

<u>Trademark</u>	<u>Country</u>	<u>Registration No.</u>	<u>Registration Date</u>
Wireless	USA	1,763,488	04/06/1993
Wireless	USA	1,427,436	02/03/1987
Signals	USA	2,245,980	05/18/1999
Signals (stylized)	USA	2,246,106	05/18/1999
Wireless Road Book	USA	2,395,906	10/17/2000
Wireless	Canada	450,979	12/01/1995
Wireless	Japan	3,340,927	08/22/1997

The above listed marks have been registered in the United States Patent and Trademark Office, the Canadian Trademark Office and the Japanese Trademark Office, respectively, as defined above by Registration Numbers.

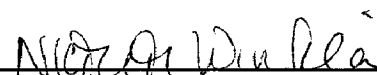
Whereas, Universal Screen Arts, Inc. d/b/a What on Earth, having an address of 5581 Hudson Industrial Parkway, Hudson, Ohio 44236, is desirous of acquiring said Marks and the registrations thereof.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Target does hereby assign to Universal Screen Arts, Inc. nunc pro tunc as of April 22, 2004 all right, title and interest in and to said Marks and registrations thereof, together with the good will of the business symbolized by the Marks, and the right to sue for and collect damages for past infringement.

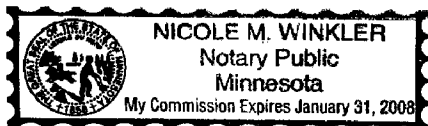


 Toni Dembski-Brandl
 Assistant Corporate Secretary
 Target Brands, Inc.

BE IT REMEMBERED that on this ^{29th} day of ~~September~~ ^{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.



 Notary Public



TBI #62889

RECORDED: 10/18/2004

**TRADEMARK
REEL: 003069 FRAME: 0089**