

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM412693

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
A New Day Designs LLC		01/06/2017	Limited Liability Company: MARYLAND
RECEIVING PARTY DATA			
Name:	Target Brands, Inc.		
Street Address:	1000 Nicollet Mall		
City:	Minneapolis		
State/Country:	MINNESOTA		
Postal Code:	55403		
Entity Type:	Corporation: MINNESOTA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	5106279	A.N.D.	
Serial Number:	86788628	A NEW DAY	
CORRESPONDENCE DATA			
Fax Number:	6126963399		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	6126967804		
Email:	us.trademarks@target.com		
Correspondent Name:	Renee S. Kraft		
Address Line 1:	1000 Nicollet Mall, TPS-3165		
Address Line 4:	Minneapolis, MINNESOTA 55403		
NAME OF SUBMITTER:	Renee S. Kraft		
SIGNATURE:	/Renee S. Kraft/		
DATE SIGNED:	01/18/2017		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is entered into as of December 23, 2016 by and between A New Day Designs LLC, a Maryland limited liability company ("Assignor"), in favor of Target Brands, Inc., a Minnesota corporation ("Assignee"), with reference to the following facts and circumstances:

WHEREAS, Assignor owns all right, title and interest in and to U.S. Trademark Registration No. 5106279 for the mark A.N.D., U.S. Trademark Application Serial No. 86/788628 for the mark A NEW DAY, and common law rights arising from the use of the marks shown in the registration and the application (the "Trademarks");

WHEREAS, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor has agreed to assign to Assignee all of Assignor's right, title and interest in and to the Trademarks.

NOW, THEREFORE, Assignor and Assignee hereby agree as follows:

1. Assignment of Trademarks. Assignor hereby transfers, conveys, assigns and delivers to Assignee all of Assignor's right, title and interest in and to the Trademarks worldwide, together with the goodwill of the business associated therewith throughout the world and all common law and statutory right, title and interest in and to the Trademarks, all rights of registration, maintenance, renewal and protection thereof, and all rights of recovery and of legal action for past infringements and of opposition, interference and/or cancellation proceedings for protection of the Trademarks, and all products, proceeds and revenues arising from or relating to any and all of the foregoing. Assignor hereby authorizes Assignee, its successors and assigns to the fullest extent permitted by applicable law, to file in its own name applications for trademark and service mark registration in connection with the Trademarks, and to secure in its own name the registrations granted thereon throughout the world. Assignor agrees to provide all assistance reasonably requested by Assignee in the establishment, recordation and enforcement of Assignee's rights in and to the Trademarks.

IN WITNESS WHEREOF, Assignor has executed this Agreement as of the date first set forth above.

A NEW DAY DESIGNS LLC

By: Randee Greenwald

Printed Name: Randee Greenwald

Title: Sole member and Manager

Date: 1/6/17