

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM412769

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Felice Pappas		12/23/2016	INDIVIDUAL:
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: 1			
Property Type	Number	Word Mark	
Registration Number:	2923369	THE BACKYARD	
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 31-65		
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 Felice Pappas, an individual with a principal address of 860 5th Avenue, Los Angeles, CA 90005 ("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. Reg. No. 2923369 and certain common law rights and goodwill arising from the use of the trademark THE BACKYARD reflected therein (the "Trademark");

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 Trademark.

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

1. Assignment of Trademark. Assignor hereby transfers, conveys, assigns and delivers to Assignee all of Assignor's right, title and interest in and to the Trademark, 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 Trademark, 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 Trademark, 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 Trademark, 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 Trademark.

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

By: _____


Printed Name: Felice A Pappas