

10/16/02



10-23-2002



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

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
Nordic Drinks Sweden AB

Individual(s)       Association  
 General Partnership       Limited Partnership  
 Corporation-State  
 Other A Swedish public joint stock company

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

3. Nature of conveyance:  
 Assignment       Merger  
 Security Agreement       Change of Name  
 Other \_\_\_\_\_

Execution Date: 4/10/2000

2. Name and address of receiving party(ies)  
 Name: Magic House Försäljnings AB  
 Internal Address: \_\_\_\_\_  
 Street Address: Box 1515 Tegnerlunden 3  
 City: Stockholm State: Sweden Zip: SE 111-85

Individual(s) citizenship \_\_\_\_\_  
 Association \_\_\_\_\_  
 General Partnership \_\_\_\_\_  
 Limited Partnership \_\_\_\_\_  
 Corporation-State \_\_\_\_\_  
 Other A Swedish public joint stock company

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) No. 76/007915  
 WATER FOR LIFE

Additional number(s) attached  Yes  No

B. Trademark Registration No.(s) \_\_\_\_\_

5. Name and address of party to whom correspondence concerning document should be mailed:  
 Name: Dineff Trademark Law Limited  
 Internal Address: Suite 370  
 Street Address: 820 West Jackson Blvd.  
 City: Chicago State: IL Zip: 60607

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: \_\_\_\_\_

DO NOT USE THIS SPACE

9. Signature.  
 LINDA J Nowlin      *Linda J Nowlin*      10/2/02  
 Name of Person Signing      Signature      Date

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

Mail documents to be recorded with required cover sheet information to: Commissioner of Patent & Trademarks, Box Assignments Washington, D.C. 20231

10/22/2002 DBYRNE 00000053 76007915 40.00 OP 01 FC:8521

TRADEMARK REEL: 002603 FRAME: 0312

USA

DESIGNATION OF DOMESTIC REPRESENTATIVE

Marks:

NICE  
WATER FOR LIFE (Device)  
NIAGARA  
WATER FOR LIFE  
NICE (Device)

Serial Number 76/007913  
Serial Number 76/024268  
Serial Number 75/907242  
Serial Number 76/007915  
Serial Number 76/007914

Applicant hereby designates:

HOFFMANN & DINEFF, LTD.  
820 West Jackson Blvd.  
CHICAGO, Illinois 60607  
Telephone: 312 831 9800  
Facsimile: 312 831 0343  
e-mail: [tmlaw@hoffmanns.com](mailto:tmlaw@hoffmanns.com)

as domestic representatives upon whom may be served notices of process in proceedings affecting these marks.

Magic House Försäljnings AB

Jan 13 2001  
Date:

*Jonas Jaenecke*  
Signature:

\_\_\_\_\_  
Telephone Number

*Jonas Jaenecke, managing director*  
Print or type Name and Position

USA

### ASSIGNMENT

WHEREAS, **Nordic Drinks Sweden AB**, a Swedish public joint stock company, whose address is Skeppsbron 36, SE-111 30 STOCKHOLM, Sweden, is the owner of the following trade mark applications in the United States Patent and Trade Mark Office:

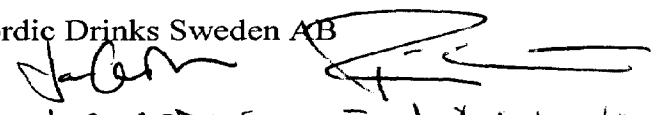
<b>NICE</b>	<b>Serial Number 76/007913</b>
<b>WATER FOR LIFE (Device)</b>	<b>Serial Number 76/024268</b>
<b>NIAGARA</b>	<b>Serial Number 75/907242</b>
<b>WATER FOR LIFE</b>	<b>Serial Number 76/007915</b>
<b>NICE (Device)</b>	<b>Serial Number 76/007914</b>

AND WHEREAS, **Magic House Försäljnings AB**, a Swedish public joint stock company, whose address is Box 1515 (Tegnérslunden 3) SE-111 85 STOCKHOLM, Sweden is desirous of acquiring said marks.

NOW, THEREFORE, in consideration of the sum of *Ten Dollars \$10.00* and other good and valuable consideration, **Nordic Drinks Sweden AB** hereby assigns to **Magic House Försäljnings AB**, all right, title and interest in the United States in and to said marks, together with the goodwill of the business symbolized by said marks.

Signed at Stockholm, this 10<sup>th</sup> day of April 2000

Nordic Drinks Sweden AB



By: Lars Gunnar Nilsson Fredrik Uhrström

Lars Gunnar Nilsson Fredrik Uhrström

Name: \_\_\_\_\_

Chairman of the board      Member of the board

Title: \_\_\_\_\_