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

Tab settings

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

3-3-03

- Individual(s), Association, General Partnership, Limited Partnership, Corporation-State, Other 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 Tegnérlunden 3 City: Stockholm Sweden State: Zip: SE 111-85

- Individual(s) citizenship, Association, General Partnership, Limited Partnership, Corporation-State, Other 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) NIAGARA, Application No. 75/907242

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

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.

Tamara A. Head Name of Person Signing

Signature

March 3, 2003 Date

Total number of pages including cover sheet, attachments, and document: 4

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

03/06/2003 ECOOPER 00000043 75907242

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TRADEMARK REEL: 002684 FRAME: 0332

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:

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

AND WHEREAS, **Magic House Försäljnings AB**, a Swedish public joint stock company, whose address is Box 1515 (Tegnérunden 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 10th 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: _____

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

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

Magic House Försäljnings AB

June 10, 2001
Date:

Jonas Jaenecke
Signature:

Telephone Number

Jonas Jaenecke, managing director
Print or type Name and Position