

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	09/28/2005

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
The Absolut Spirits Company Inc.		09/28/2005	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	V&S VIN & SPRIT AKTIEBOLAG (publ)
Street Address:	SE-117 97
City:	Stockholm
State/Country:	SWEDEN
Entity Type:	CORPORATION: SWEDEN

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	2943992	COCKTAILS FOR A CAUSE

CORRESPONDENCE DATA

Fax Number: (202)756-8087
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 202.756.8000
 Email: jludovici-lint@mwe.com
 Correspondent Name: Joanne Ludovici-Lint
 Address Line 1: 600 13th Street, N.W.
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20005-3096

ATTORNEY DOCKET NUMBER: 025718.0512

DOMESTIC REPRESENTATIVE

Name: McDERMOTT WILL & EMERY LLP
 Address Line 1: 600 13th Street, N.W.
 Address Line 4: Washington, DISTRICT OF COLUMBIA 20005-3096

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NAME OF SUBMITTER:	Richard Y. Kim
Signature:	/RYK/
Date:	10/10/2005
Total Attachments: 1 source=ASSIGNMENT - V&S#page1.tif	

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT AGREEMENT ("*Assignment*"), dated September 28, 2005, is entered into by and between **The Absolut Spirits Company Inc.**, a Delaware corporation ("*Assignor*"), with a principal place of business at 1370 Avenue of the Americas, New York, New York 10019 and **V&S Vin & Sprit Aktiebolag (publ)**, a Swedish corporation ("*Assignee*"), with a principal place of business at SE-117 97, Stockholm, Sweden.

RECITALS

WHEREAS, Assignor is the owner of the common law trademark and U.S. Registration No. 2,943,992 for the service mark COCKTAILS FOR A CAUSE, (the "*Assigned Mark*").

WHEREAS, Assignee is desirous of acquiring the full right, title and interest in, to and under the Assigned Mark, the U.S. registration therefor and the goodwill accrued in connection and associated therewith.

NOW, THEREFORE, in consideration of the foregoing and the mutual promises, covenants and conditions contained herein, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, transfer, convey and set over unto Assignee its full right, title and interest, including common law rights, to and under the Assigned Mark, together with the goodwill of the business symbolized by said Assigned Mark, and U.S. registration therefor, any renewal rights therein, and the exclusive right to enforce the Assigned Mark in the United States and anywhere else in the world in the sole name of Assignee, its successors and assigns; the aforesaid transferred rights, title and interests to be held and enjoyed by Assignee, its successors, legal representatives and assigns as fully and entirely as the same would have been held and enjoyed by Assignor had this assignment not been made.

IN WITNESS WHEREOF, Assignor, intending to be legally bound thereby, has executed this Assignment by its duly authorized officer as of the date first written above.

THE ABSOLUT SPIRITS COMPANY INC.

By: MAPMM
Name: MICHAEL MISIOTSKI
Title: CFO

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