

Form PTO-1594 (Rev. 07/05)
OMB Collection 0651-0027 (exp. 6/30/2008)

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

RECORDATION FORM COVER SHEET TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

Facile & Co. AB

- Individual(s)
- General Partnership
- Corporation- State: _____
- Other Swedish Corporation
- Association
- Limited Partnership

Citizenship (see guidelines) Sweden

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Seriously AB

Internal

Address: _____

Street Address: Midskogsgrand 11

City: Stockholm

State: _____

Country: Sweden Zip: SE-115 43

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other

Citizenship _____
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)

3. Nature of conveyance)/Execution Date(s) :

Execution Date(s) August 30, 2006

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,145,047
2,172,465

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

FACILE
PRAEY VODKA

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Stuart J. Friedman, Esq.

Internal Address: _____

Street Address: 28930 Ridge Road

City: Mt. Airy

State: MD Zip: 21771

Phone Number: 301-829-1003

Fax Number: 301-829-4107

Email Address: st Friedman@hughes.net

6. Total number of applications and registrations involved:

2

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 65.00

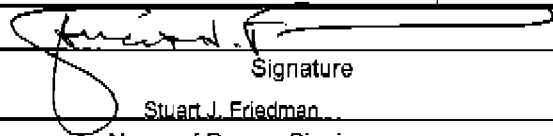
- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers 8526
Expiration Date 3/31/08

b. Deposit Account Number _____
Authorized User Name _____

9. Signature:


Signature
Stuart J. Friedman
Name of Person Signing

October 18, 2006

Date

Total number of pages including cover sheet, attachments, and document: 7

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

ASSIGNMENT

WHEREAS, Facile & Co. AB, a corporation of Sweden with a business address of Pustegrad 2, S-11820 Stockholm, Sweden has adopted, used, is using and is the owner of U.S. Trademark Registration No. 2,145,047 for the mark FACILE and U.S. Trademark Registration No. 2,172,465 for the mark PRAEY VODKA; and

WHEREAS, Seriously AB., a corporation of Sweden with a business address of Midskogsgränd 11, SE-115 43 Stockholm, Sweden is desirous of acquiring ownership in and to the trademarks and trademark registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Facile & Co. AB does hereby assign to Seriously AB all right, title and interest in and to the trademark FACILE and U.S. Trademark Registration No. 2,145,047 and in and to the trademark PRAEY VODKA and U.S. Trademark Registration No. 2,172,465, together with the goodwill of the businesses symbolized by the marks.

FACILE & CO. AB

By: 

Name: SOFIA DIKLOV

Title: Authorized by Power of Attorney

Date: 30/9 - 2006

WITNESSES:

Name

Signature

Name

Signature

FULLMAKT

Härmed befullmäktigas Seriouslyly AB, 556583-7126, eller den bolaget i sitt ställe förordnar, att självständigt och oinskränkt företräda Facile & Co AB, 556224-4300, i följande ärenden

- Förvalta, upprätthålla samt till Seriouslyly AB eller annan överlåta de i Bilaga 1 angivna varumärkena
- Förvalta, samt överlåta på Seriouslyly AB de i Bilaga 1 angivna domänerna
- För Facile & Co ABs räkning kontakta de avtalsparter som hänför sig till dryckesverksamheten, som överlåtits från Facile & Co AB till Seriouslyly AB, i syfte att assignera dessa avtal på Seriouslyly AB
- För Facile & Co ABs räkning inge alkoholskatteredovisning
- För Facile & Co AB rapportera till, samt i övrigt vidta nödvändiga åtgärder gentemot Reparegistret AB samt Svensk Glasåtervinning AB

Den befullmäktigade äger sålunda att å våra vägnar självständigt agera gentemot de myndigheter och företag som berörs av ovan angivna ärenden. Ombudets laga åtgärder godkänns.

Stockholm den 7/7 2006

FACILE & CO AB


[namnförtydligande]

THOMAS LINDWALL
ADVOKAT

[namnförtydligande]

Enclosure 1

Bilaga 1

Förteckning över varumärke och domäner som ska assigneras till Seriously AB

Varumärke	Klass	Land	Status	Ans/Reg.nr	Förnyelsesdatum
Seriously Vodka	33	Europiska Gemenskapen	R	1080027	2009-02-02
seriously	25	Europiska Gemenskapen	R	2072692	2011-02-07
seriously	25	Sverige	R	351283	2011-12-21
seriously...	33	Sverige	R	373309	2015-08-24
SERIOUSLY	33	Argentina	R	1897801	2012-06-20
SERIOUSLY	33	Australien	R	784602	2009-02-03
SERIOUSLY	33	Kanada	R	537838	2015-11-28
SERIOUSLY	33	Hong Kong	R	B08874 OF2002	2007-12-08
SERIOUSLY	33	Internationell	R	760278	2011-05-08
SERIOUSLY	33	Estland	R	760278	
SERIOUSLY	33	Kina	R	760278	
SERIOUSLY	33	Tjeckien	R	760278	
SERIOUSLY	33	Estland	R	760278	
SERIOUSLY	33	Ungern	R	760278	
SERIOUSLY	33	Japan	R	760278	
SERIOUSLY	33	Litauen	R	760278	
SERIOUSLY	33	Lettland	R	760278	
SERIOUSLY	33	Polen	R	760278	
SERIOUSLY	33	Slovakien	R	760278	
SERIOUSLY	33	Slovenien	R	760278	
SERIOUSLY	33	Mexico	R	744362	2011-06-12
SERIOUSLY	33	Nya Zeeland	R	838319	2008-06-08
SERIOUSLY	33	Sverige	R	311082	2016-04-04
SERIOUSLY	33	USA	R	2080075	2007-07-15
SERIOUSLY	33	Storbritannien	R	2007976	2015-01-17
FACILE	33	Sverige	R	300452	2015-04-07
FACILE	33	USA	R	2145047	2008-03-17
IMAGIN	33	USA	R	78/143,822	
IMAGIN	33	Europiska Gemenskapen	R	4431662	2016-08-07
IMAGIN	33	USA	V	78/709741	2005
IMA	33	Australien	R	922727	2012-08-08
IMA	33	Sverige	R	354956	2012-05-03
IMA	33	USA	R	2765101	2008-06-26
IMA	33	Sverige	R	306222	2015-11-24
Trose St Vlatt Punsch	33	Sverige	R	356615	2012-08-20
PINKY	33	Internationell	R	787712	2012-09-09
PINKY	33	Sverige	V	01-06189	
PINKY	33	USA	V	76/368,106	
Pinky - figur	33	Kanada	V	1265103	Publ ansökn +2 mån
Pinky - figur	33	Europiska Gemenskapen	V	4518833	
Pinky - figur	33	Internationell	R	840884	2014-12-02
Pinky - figur	33	Australien	V	840684	Ansökn 2 härlar
Pinky - figur	33	USA	R	840684	Publ ansökn reg bevilj
Pinky - figur	33	Mexico	R	894848	2008-08-17
Pinky - figur	33	Sverige	V	2004/07052	
PRAEY VODKA	33	Internationell	R	870805	2007-01-09
PRAEY VODKA	33	Estland	R	870605	2007-01-09
PRAEY VODKA	33	Danmark	R	870605	2007-01-09
PRAEY VODKA	33	Spanien	R	870605	2007-01-09
PRAEY VODKA	33	Finland	R	870805	2007-01-09
PRAEY VODKA	33	Sjättehandlen	R	870805	2007-01-09
PRAEY VODKA	33	Norge	R	870805	2007-01-09
PRAEY VODKA	33	Japan	R	4255806	2008-08-26
PRAEY VODKA	33	Sverige	R	322662	2007-04-04
PRAEY VODKA	33	USA	R	2172465	2008-07-14
PRAEY VODKA	33	USA	R	1909745	2010-10-11
RUMOUR	33	Europiska Gemenskapen	R	351873	2012-01-18
RUMOUR	33	Sverige	R	2735840	2003-07-15
RUMOUR	33	USA	R	1909668	2010-10-11
EXTREMIUM	33	Europiska Gemenskapen	R	348267	2011-08-31
EXTREMIUM	33	Sverige	R	76/144,575	reg 4 apr 2006
EXTREMIUM	33	USA	R	313906	2008-08-07
DANGEROUSLY	33	Sverige	R	350780	2011-12-07
OBVIOUSLY	33	Sverige	R	353032	2012-03-01
HONESTLY	33	Sverige	R	350781	2011-12-07
TOTALLY	33	Sverige	R	353033	2012-03-01
SIMPLY	33	Sverige	R	350762	2011-12-07
HUMMED	33	Sverige	R		

Sammanställning över domäner

Domain name	Reg. via	Type	Renewal
facile.se	NIC-SE	Domain	2008-01-01
facile.co.uk	Oznfc.com	Domain	2008-01-28
seriously.com	Oznfc.com	Domain	2011-10-25
lm-3.gln.com	Spray webbhotell	Domain	2007-07-27
praey.net	Carambola	Domain	2008-10-04
praey.com	active 24	Domain	2006-10-04

TRADEMARK

REEL: 003412 FRAME: 0141

Verification of Translation

The undersigned is familiar with the Swedish and English languages and is capable of translating from Swedish to English. The attached translation is a true and accurate translation of a document entitled "FULLMAKT" and dated July 7, 2006.

Stockholm 13 October

NORÉNS PATENTBYRÅ AB



Jenny Hopfgarten