

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
V & S Danmark A/S		08/23/2007	JOINT STOCK COMPANY: DENMARK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Peter F. Heering AB		
<b>Street Address:</b>	Box 7327 SE-103		
<b>City:</b>	Stockholm		
<b>State/Country:</b>	SWEDEN		
<b>Entity Type:</b>	JOINT STOCK COMPANY: SWEDEN		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2048237	HEERING	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)408-4400		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	202 408-4000		
<b>Email:</b>	docketing@finnegan.com		
<b>Correspondent Name:</b>	B. Brett Heavner		
<b>Address Line 1:</b>	901 New York Avenue, NW		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20001-4413		
<b>ATTORNEY DOCKET NUMBER:</b>	08800.0060		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	B. Brett Heavner		
<b>Address Line 1:</b>	901 New York Avenue, NW		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20001-4413		

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NAME OF SUBMITTER:	B. Brett Heavner
Signature:	/bbh/
Date:	09/18/2007
Total Attachments: 2 source=V&S Danmark Assignment#page1.tif source=V&S Danmark Assignment#page2.tif	

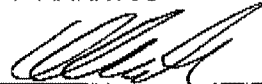
**ASSIGNMENT**

V & S Danmark A/S, a Joint Stock Company of Denmark with its principal place of business at Langebrogade 4, DK-1016 Copenhagen K, Denmark ("Assignor"), is the owner of Registration No. 2,048,237 for the mark HEERING ("the Trademark").

Peter F. Heering AB, a Joint Stock Company of Sweden corporation with its principal place of business at Box 7327 SE-103 90 Stockholm, Sweden ("Assignee"), wishes to acquire the Trademark.

In consideration of the foregoing and for other good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all its right, title, and interest in and to the Trademark, together with the goodwill of the business associated with the Trademark, and the right to sue and recover for past infringements, dilution, and other violations.

V & S DANMARK A/S

By: 

Name: OLA SALMÉN

Title: CHAIRMAN

Date: AUGUST 23, 2007

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Attorney Docket: 08800.0999

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Registrant: Peter F. Heering AB  
Reg. Number: 2,048,237  
Issue Date: March 25, 1997  
Mark: HEERING


Commissioner for Trademarks  
P.O. Box 1451  
Alexandria, Virginia 22313-1451

**POWER OF ATTORNEY AND  
DESIGNATION OF DOMESTIC REPRESENTATIVE**

Registrant revokes all previous powers of attorney and appoints B. Brett Heavner and each of the attorneys of Finnegan, Henderson, Farabow, Garrett & Dunner, L.L.P., all of 901 New York Avenue, N.W., Washington, D.C. 20001-4413, both jointly and separately as its attorneys with full power of substitution and revocation, to transact all business in the Patent and Trademark Office in connection with this registration, and to receive notices or process in proceedings affecting the registration. Finnegan, Henderson, Farabow, Garrett & Dunner, L.L.P., 901 New York Avenue, N.W., Washington, D.C. 20001-4413, is also hereby designated as the registrant's representative upon whom notices or process in proceedings affecting the mark may be served.

All correspondence relating to the registration should be directed to B. Brett Heavner at the address listed above or via e-mail at [docketing@finnegan.com](mailto:docketing@finnegan.com).

PETER F. HEERING AB

By:   
Name: ADELE NILSSON  
Title: CEO  
Date: 2007-09-17

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