

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
RNB RETAIL AND BRANDS AB		11/23/2007	CORPORATION: SWEDEN

RECEIVING PARTY DATA

Name:	ANGSVIOL BLOMSTERN AB
Street Address:	Box 16142
City:	SE-103 23 Stockholm
State/Country:	SWEDEN
Entity Type:	CORPORATION: SWEDEN

PROPERTY NUMBERS Total: 3

Property Type	Number	Word Mark
Registration Number:	1555827	POLARN & PYRET
Serial Number:	77250283	PO.P
Serial Number:	77250336	POLARN O. PYRET

CORRESPONDENCE DATA

Fax Number: (212)813-5901
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 212-813-5900
 Email: anicolescu@fzlz.com
 Correspondent Name: SUSAN UPTON DOUGLASS
 Address Line 1: FROSS ZELNICK LEHRMAN & ZISSU, P.C.
 Address Line 2: 866 UNITED NATIONS PLAZA
 Address Line 4: NEW YORK, NEW YORK 10017

ATTORNEY DOCKET NUMBER:	RNBR 07/06664
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DOMESTIC REPRESENTATIVE

Name: SUSAN UPTON DOUGLASS

CH \$90.00 1555827

Address Line 1: FROSS ZELNICK LEHRMAN & ZISSU, P.C.

Address Line 2: 866 UNITED NATIONS PLAZA

Address Line 4: NEW YORK, NEW YORK 10017

NAME OF SUBMITTER:	Susan Upton Douglass
Signature:	/anca nicolescu/
Date:	11/30/2007

Total Attachments: 5

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ASSIGNMENT

WHEREAS, Rnb Retail and Brands AB, a corporation organized and existing under the laws of Sweden, located at Box 16142, 103 23 Stockholm, Sweden (**Assignor**"), is the owner of the trademark and trademark applications listed in the attached schedule (hereinafter, the "Trademarks");

and WHEREAS, Ängsviol Blomstern AB, a corporation organized and existing under the laws of Sweden, located at Box 16142, SE-103 23 Stockholm, Sweden ("**Assignee**"), is desirous of acquiring the Trademarks aspart of the acquisition of the ongoing and related business of the Assignor.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications and/or registrations therefor, and with all claims arising out of or relating to the use or ownership of the Trademarks.

RNB RETAIL AND BRANDS AB

By: 

Name: Goran Blomberg

Title: CFO

Date of Signature: 23 Nov 2007

SCHEDULE

TRADEMARKS	SERIAL NO. / REGISTRATION NO.
Polam&Pyret (Stylized)	1,555,827
PO.P	77/250,283
POLARN O. PYRET	77/250,336

{F0127028.1 }

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Ängsviol Blomstern AB
Serial No.: 77/250,336
Mark: POLARN O. PYRET
Filing Date: August 8, 2007
Class: 3, 18, 25, 28, 35
Our Ref: RNBR 07/06664

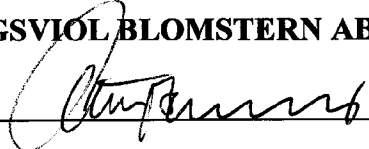
APPOINTMENT OF DOMESTIC REPRESENTATIVE

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

Sir:

The owner of the above-identified trademark application hereby appoints the firm Fross Zelnick Lehrman & Zissu P.C., attorneys at law, of 866 United Nations Plaza, New York, New York 10017 (telephone 212-813-5900), its attorneys and representative upon whom notices or process in proceedings affecting the above-identified mark may be served.

ÄNGSVIOL BLOMSTERN AB

By:  _____

Name: Göran Blomberg

Title: CFO

Date of Signature: 23 NOV 2007

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant: Ängsviol Blomstern AB

Serial No.: 77/250,283

Mark: PO.P

Filing Date: August 8, 2007

Class: 3, 18, 25, 28, 35

Our Ref: RNBR 07/06664

APPOINTMENT OF DOMESTIC REPRESENTATIVE

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

Sir:

The owner of the above-identified trademark application hereby appoints the firm Fross Zelnick Lehrman & Zissu P.C., attorneys at law, of 866 United Nations Plaza, New York, New York 10017 (telephone 212-813-5900), its attorneys and representative upon whom notices or process in proceedings affecting the above-identified mark may be served.

ÄNGSVIOL BLOMSTERN AB

By:  _____

Name: Göran Blomberg

Title: CFO

Date of Signature: 23 NOV 2007

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Registrant: **Ängsviol Blomstern AB**
Registration No.: 1,555,827
Mark: Polarn&Pyret
Registration Date: September 12, 1989
Our Ref: RNBR 07/06664

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

APPOINTMENT OF DOMESTIC REPRESENTATIVE

The owner of the above registration hereby appoints the law firm of Fross Zelnick Lehrman & Zissu, P.C. of 866 United Nations Plaza, New York, New York 10017 (Tel: 212-813-5900), its attorneys and representatives upon whom notices or process in proceedings affecting the above-identified mark may be served.

ÄNGSVIOL BLOMSTERN AB

By:  _____
[Signature]

Name: Göran Blomberg _____
[Printed or typed]

Title: CFO _____

Date: 23 NOV 2007 _____