

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
THE ABSOLUT SPIRITS COMPANY, INCORPORATED		07/13/2007	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	
Serial Number:	78487638	TRES HUEVOS	
CORRESPONDENCE DATA			
Fax Number:	(202)756-8087		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	2027568000		
Email:	rkim@mwe.com		
Correspondent Name:	Richard Y. Kim		
Address Line 1:	600 13th Street, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005-3096		
ATTORNEY DOCKET NUMBER:	25718-739		
DOMESTIC REPRESENTATIVE			
Name:	Richard Y. Kim		
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:	/Richard Y. Kim/
Date:	12/10/2007
Total Attachments: 2 source=TRES HUEVOS - Assignment#page1.tif source=TRES HUEVOS - Assignment#page2.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment"), dated 13th of July, 2007, is entered into by and between The Absolut Spirits Company, Incorporated ("Assignor"), a Delaware corporation having its principal place of business at 401 Park Avenue South, New York, NY 10016, U.S.A., and V&S Vin & Sprit Aktiebolag (publ) ("Assignee"), a Swedish corporation having its principal place of business at SE-117 97 Stockholm, Sweden, each individually referred to as a "Party" and collectively referred to as the "Parties."

WHEREAS, Assignor is the owner of the trademark TRES HUEVOS, the related U.S. intent-to-use trademark application, Serial No. 78/487,638, all related common law rights, all other related applications and registrations therefor and all related goodwill (collectively, the "Assigned Mark");

WHEREAS, Assignee, the successor to that portion of Assignor's ongoing and existing business to which the Assigned Mark pertains, is desirous of acquiring the full rights, title and interests in, to and under the Assigned Mark 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, the Parties hereto, intending to be legally bound, hereby agree as follows:

Section 1. Assignment. In connection with the conveyance of those business assets to which the Assigned Mark pertains, Assignor does hereby assign, transfer, convey and set over unto Assignee its full rights, title and interests, including common law rights, in the United States of America, and in all countries and jurisdictions of the world, in, to and under the Assigned Mark, together with the goodwill of the business symbolized by said Assigned Mark, and applications and registrations thereof, any renewal rights therein, that portion of the business which is ongoing and existing to which the Assigned Mark pertains, and the exclusive right to enforce the Assigned Mark in the United States and throughout 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, the Parties hereto, intending to be legally bound thereby,
have executed this Assignment by their duly respective officers as of the date first written above.

THE ABSOLUT SPIRITS COMPANY, INCORPORATED

By: Lisa S Derman
Name: LISA S. DERMAN
Title: GENERAL COUNSEL

V&S VIN & SPRIT AKTIEBOLAG (PUBL)

By: Bengt Baron
Name: Bengt Baron
Title: CEO

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