

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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
V&S Danmark A/S		11/21/2007	JOINT STOCK COMPANY: DENMARK
RECEIVING PARTY DATA			
Name:	Peter F. Heering AB		
Street Address:	Box 7327		
City:	103 90 Stockholm		
State/Country:	SWEDEN		
Entity Type:	JOINT STOCK COMPANY: SWEDEN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1007163	PETER HEERING	
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:	nward@mwe.com		
Correspondent Name:	Richard Y. Kim		
Address Line 1:	600 13th Street, N.W.		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20005		
ATTORNEY DOCKET NUMBER:	25718-321		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			

CH \$40.00 1007163

Address Line 4:

NAME OF SUBMITTER:

Richard Y. Kim

Signature:

/Richard Y. Kim/

Date:

01/09/2008

Total Attachments: 1
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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment"), dated November 21, 2007, is entered into by and between **V&S Danmark A/S**, a joint stock company of Denmark having its principal place of business at Langebrogade 4 DK-1016, Copenhagen K, Denmark ("Assignor") and **Peter F. Heering AB**, a joint stock company of Sweden having its principal place of business at Box 7327, 103 90 Stockholm, Sweden ("Assignee"), each individually referred to as a "Party" and collectively referred to as the "Parties."

WHEREAS, Assignor is owner of the full rights, title and interests in, to and under the mark PETER HEERING, all common law rights related thereto, U.S. Registration No. 1007163, and the goodwill of the business accrued in connection and associated therewith (collectively, the "Assigned Mark"); and

WHEREAS, Assignee is desirous of acquiring the full rights, title and interests in, to and under the Assigned Mark, all common law rights related thereto, U.S. Registration No. 1007163, and the goodwill of the business 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. 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, in, to and under the Assigned Mark, together with the goodwill of the business symbolized by said Assigned Mark, and U.S. Registration No. 1007163, any renewal rights therein, and the exclusive right to enforce the Assigned Mark in the United States 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.

ASSIGNOR:

V&S Danmark A/S

By: _____

Name: Ola Salmén

Title: Chairman of the board

Date: 2007-11-21

ASSIGNEE:

Peter F. Heering AB

By: _____

Name: _____

Title: _____

Date: _____

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