

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
Swedish Match North America, Inc.		11/28/2007	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Intermatch Sweden AB		
Street Address:	Rosenlundspatan 36		
City:	Stockholm		
State/Country:	SWEDEN		
Entity Type:	CORPORATION: SWEDEN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3277629	GAME	
CORRESPONDENCE DATA			
Fax Number:	(312)840-7884		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(312) 840-7860		
Email:	CHGOIP@jenner.com		
Correspondent Name:	Mariann R. Murphy		
Address Line 1:	330 N. Wabash Avenue		
Address Line 2:	Jenner & Block LLP		
Address Line 4:	Chicago, ILLINOIS 60611-7603		
ATTORNEY DOCKET NUMBER:	45485-10028		
DOMESTIC REPRESENTATIVE			
Name:	Jenner & Block LLP		
Address Line 1:	919 Third Avenue		
Address Line 4:	New York, NEW YORK 10022-3908		

CH \$40.00 3277629

NAME OF SUBMITTER:	Mariann R. Murphy
Signature:	/Mariann R. Murphy/
Date:	01/18/2008
Total Attachments: 2 source=Assignment#page1.tif source=Assignment#page2.tif	



TRADEMARK ASSIGNMENT

This **TRADEMARK ASSIGNMENT** ("Assignment") is effective as of November 28, 2007 (the "Effective Date") by and between SWEDISH MATCH NORTH AMERICA, INC. ("Assignor"), a Delaware corporation, having its principal place of business at 7300 Beaufont Springs Drive, Suite 400, Richmond, Virginia 23225 and INTERMATCH SWEDEN AB ("Assignee"), a Sweden corporation, having its principal place of business at Rosenlundspatan 36, Stockholm, Sweden.

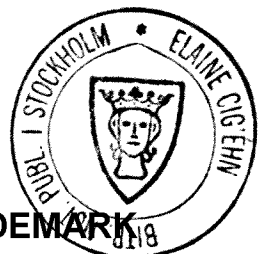
WHEREAS, Assignor owns all right, title and interest in and to the trademark GAME (the "Mark") in connection with the following goods and/or services: cigars; and

WHEREAS, Assignor owns a federal registration for the Mark on the Principal Register of the United States Patent and Trademark Office in connection with the goods and/or services identified therein, Registration No. 3,277,629, registered on August 7, 2007; and

WHEREAS, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from Assignor, all of Assignor's right, title and interest in and to the Mark.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, all right, title and interest in the United States of America, its territories and possessions, and in all foreign countries, in and to the Mark and all common law rights therein together with the goodwill of the business symbolized by the Mark, the right to sue or otherwise recover for any and all past, present and future infringements and misappropriations thereof, and the registration thereof. Assignor represents and warrants that he has not previously assigned or licensed the Mark or any rights therein except to Assignee.

[signature page follows]



IN WITNESS WHEREOF, authorized representatives of the parties have executed this Assignment as of the Effective Date.

SWEDISH MATCH NORTH AMERICA, INC.

By: Gerard J. Ruoty, Jr.
Name:

Title: VP General Counsel

STATE OF Virginia)
COUNTY OF Chesterfield) SS.

On this 16th day of January, 2008, there appeared before me Gerard J. Ruoty, Jr., personally known to me, who acknowledged that he signed the foregoing Assignment as his voluntary act and deed on behalf and with full authority of Assignor.



Maravine E. Stewart
Notary Public
My Commission Expires 1/31/10
ID #: 701997

INTERMATCH SWEDEN AB

By: Bertil Rahlle Marlene Forsell
Name: BERTIL RAHLE Marlene Forsell
Title: V.P. VP

I, ELAINE CIGÉHN, a Deputy Notary Public in Stockholm, Sweden, hereby certify that Mr Bertil Rahlle and Ms Marlene Forsell have ~~not~~ personally signed this document.

Stockholm, December 5, 2007
Ex officio:

Elaine Cigéhn
Notary Public
My Commission Expires: December 5, 2007

