

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

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
Royal Scandinavian A/S		10/28/2008	CORPORATION: DENMARK

RECEIVING PARTY DATA	
Name:	Georg Jensen A/S
Street Address:	Sondre Fasanvej 7
City:	2000 Frederiksberg
State/Country:	DENMARK
Entity Type:	CORPORATION: DENMARK

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Registration Number:	0384180	GEORG JENSEN
Registration Number:	2164900	GEORG JENSEN

CORRESPONDENCE DATA	
Fax Number:	(202)393-5350
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	202-638-6666
Email:	trademark@jhip.com,rpierce@jhip.com,jholman@jhip.com
Correspondent Name:	John Clarke Holman
Address Line 1:	Jacobson Holman PLLC
Address Line 2:	400 7th St., NW
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004

ATTORNEY DOCKET NUMBER:	T04581
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DOMESTIC REPRESENTATIVE	
Name:	
Address Line 1:	
Address Line 2:	

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Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

John Clarke Holman

Signature:

/John Clarke Holman/

Date:

12/12/2008

Total Attachments: 2

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**ASSIGNMENT**

**WHEREAS**, Royal Scandinavian A/S (Assignor), a Danish corporation, is the owner of the following trademarks in the United States and U.S. registrations therefor:

<u>TRADEMARKS</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
GEORG JENSEN and Design	384,180	January 7, 1941
GEORG JENSEN and Design	2,164,900	June 16, 1998

(hereinafter referred to as "Assignor's Marks"); and


**WHEREAS**, Georg Jensen A/S (Assignee), a corporation organized under the laws of Denmark, located and doing business at Søndre Fasanvej 7, 2000 Frederiksberg, Denmark, is desirous of acquiring Assignor's Marks which pertains thereto;

**NOW, THEREFOR**, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee, the entire right, title and interest in and to Assignor's Marks and any and all U.S. registrations and/or applications as set forth herein, together with the whole of the goodwill of the business pertaining thereto, the rights of the Assignor to be held and enjoyed by Assignee for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, at common law and/or to the end of the term or terms for which registration of the Assignor's Marks may be granted or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all claims for damages by reason of past infringement of the Assignor's Marks with the right to sue for and collect the same for its

own use and benefit, and for the use and on behalf of its successors, assigns or other legal representatives.

IN TESTIMONY WHEREOF, Assignor has caused its name to be assigned and its seal affixed, by its duly authorized officer, this 28<sup>th</sup> day of October, 2008.

Royal Scandinavian A/S

BY:  Paul D. Christensen

Name: ERIK BIRKGAARD JENSEN  
POULRIKUN CHRISTENSEN

Title: CHAIRMAN CEO

I.D.: JCH/RSP

JCH-5/01-450