

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Rieber & Son ASA		01/28/2010	CORPORATION: NORWAY
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	King Oscar AS		
<b>Street Address:</b>	Nostegaten 58		
<b>City:</b>	Bergen N5002		
<b>State/Country:</b>	NORWAY		
<b>Entity Type:</b>	CORPORATION: NORWAY		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	1743412		
Registration Number:	1829512	KING OSCAR	
Registration Number:	2557795	KING OSCAR BY SPECIAL ROYAL PERMISSION	
Registration Number:	2575423	KING OSCAR	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(415)435-0242		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	4154350240		
<b>Email:</b>	tfreiburger1@yahoo.com		
<b>Correspondent Name:</b>	Thomas M. Freiburger		
<b>Address Line 1:</b>	P.O. Box 1026		
<b>Address Line 4:</b>	Tiburon, CALIFORNIA 94920		
<b>ATTORNEY DOCKET NUMBER:</b>	KING OSCAR		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Thomas M. Freiburger		

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**TRADEMARK  
 REEL: 004147 FRAME: 0186**

Address Line 1: P.O. Box 1026  
Address Line 4: Tiburon, CALIFORNIA 94920

NAME OF SUBMITTER:	Thomas M. Freiburger
Signature:	/Thomas M. Freiburger/
Date:	02/10/2010
Total Attachments: 1 source=Assignment#page1.tif	

**ASSIGNMENT OF TRADEMARKS AND REGISTRATIONS**

WHEREAS Rieber & Son ASA, a Norway corporation having a place of business at Nostegaten 58 Bergen Norway N5002, is the owner of the following trademarks and U.S. trademark registrations:

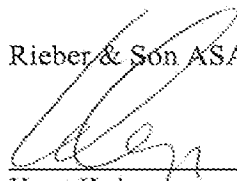
<u>Reg. No.</u>	<u>Issued</u>	<u>Trademark</u>
1,743,412	12/29/92	Bust of King Oscar with Crowns
1,829,512	4/5/94	KING OSCAR
2,557,795	4/9/02	KING OSCAR and Design
2,575,423	6/4/02	KING OSCAR

WHEREAS King Oscar AS, a Norway corporation having a place of business at Nostegaten 58 Bergen Norway N5002, desires to acquire said trademarks and U.S. registrations;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Rieber & Son ASA, has hereby assigned unto the said King Oscar AS, all of its right, title and interest in and to the said trademarks and U.S. registrations, together with the goodwill of the business symbolized by the trademarks.

Executed this 28 day of January, 2010

Rieber & Son ASA



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Knut Kvinge

Its

Legal Director