

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Rieber & Son ASA		03/10/2010	Public Joint Stock Company: NORWAY
RECEIVING PARTY DATA			
Name:	King Oscar AS		
Street Address:	35 Nostegaten 58		
City:	Bergen		
State/Country:	NORWAY		
Postal Code:	5002		
Entity Type:	Limited company:		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	0261888	THE SPIRIT OF NORWAY	
CORRESPONDENCE DATA			
Fax Number:	(312)698-2064		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	leslie.a.bertagnolli@bakernet.com, colleen.m.brennan@bakernet.com		
Correspondent Name:	Leslie Bertagnolli		
Address Line 1:	130 E. Randolph Drive		
Address Line 2:	One Prudential Plaza, Suite 3500		
Address Line 4:	Chicago, ILLINOIS 60601		
ATTORNEY DOCKET NUMBER:	22234674-891273		
DOMESTIC REPRESENTATIVE			
Name:	Leslie Bertagnolli		
Address Line 1:	130 East Randolph Drive		

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 REEL: 004174 FRAME: 0724**

Address Line 2: One Prudential Plaza, Suite 3500
Address Line 4: Chicago, ILLINOIS 60601

NAME OF SUBMITTER:	Leslie Bertagnolli
Signature:	/leslie bertagnolli/
Date:	03/24/2010

Total Attachments: 2

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UNITED STATES

DEED OF ASSIGNMENT

WHEREAS, Rieber & Son ASA, located Nøstegaten 58, Postboks 987, Bergen, 5002 Norway, has adopted, used and is using the trademark shown on Schedule A hereto (hereinafter called "the trademark") and

WHEREAS King Oscar AS, located at 35 Nøstegaten 58, 5011 Bergen, Norway, is desirous of acquiring the trademark and all common law rights therein;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, Rieber & Son ASA hereby assigns to King Oscar AS, all right, title and interest in and to the trademark including all common law rights therein together with the goodwill of the business symbolized by the trademark.

DATED: 10.03.2010

Rieber & Son ASA


Name: **Knut Olav Kvinge**
Title: **Advokat**

UNITED STATES

SCHEDULE

TRADEMARK

REG. NO.

1. THE SPIRIT OF NORWAY

261888