

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
Intermatch Sweden AB		06/16/2010	CORPORATION: SWEDEN
RECEIVING PARTY DATA			
Name:	Svenska Tobaks AB		
Street Address:	SE-118 85		
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:	(212)806-2560		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-806-5400		
Email:	afisher@stroock.com		
Correspondent Name:	Laura Goldbard George		
Address Line 1:	180 Maiden Lane		
Address Line 2:	Stroock & Stroock & Lavan LLP		
Address Line 4:	New York, NEW YORK 10038-4982		
ATTORNEY DOCKET NUMBER:	002167/0639		
DOMESTIC REPRESENTATIVE			
Name:	Stroock & Stroock & Lavan LLP		
Address Line 1:	180 Maiden Lane		
Address Line 4:	New York, NEW YORK 10038-4982		

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NAME OF SUBMITTER:	Laura Goldbard George
Signature:	/laura goldbard george/
Date:	08/12/2010
Total Attachments: 2 source=US - GAME#page1.tif source=US - GAME#page2.tif	

ASSIGNMENT OF TRADEMARKS

WHEREAS, **Intermatch Sweden AB**, a Swedish corporation, having its principal place of business at SE-118 85 Stockholm, Sweden (hereinafter referred to as "ASSIGNOR"), is the owner of the trademark GAME and the record owner of Trademark Registration No. 3,277,629 (hereinafter referred to as the "TRADEMARK"); and

WHEREAS, **Svenska Tobaks AB**, a Swedish corporation, having an address of SE-118 85 Stockholm, Sweden (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring all of the rights, title and interest of ASSIGNOR in, to and under the TRADEMARK, together with the goodwill of the business associated with the TRADEMARK:

NOW THEREFORE, in consideration of good and valuable consideration from ASSIGNEE to ASSIGNOR, the sufficiency and receipt of which is hereby acknowledged, ASSIGNOR confirms the transfer and hereby transfers and assigns to ASSIGNEE, the entire right, title and interest in and to the TRADEMARK, together with the goodwill of the business associated with the TRADEMARK and all trademark registrations therefor; and


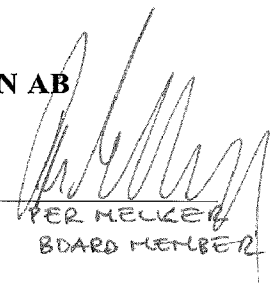
ASSIGNOR does also hereby sell, assign, transfer and set over unto ASSIGNEE, its successors, legal representatives and assigns, all claims for damages by reason of past infringement of the TRADEMARK, the right to sue for and collect the same for its own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives; and

ASSIGNOR, further authorizes the Commissioner of Patents and Trademarks of the United States, and any official of any country foreign to the United States, whose duty it is to record trademark registrations, applications and title thereto, to record the TRADEMARK and title thereto as the property of the ASSIGNEE, its successors, legal representatives and assigns in accordance with the terms of this instrument; and

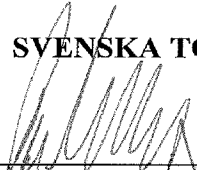
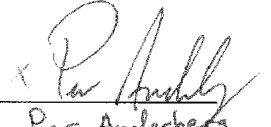
ASSIGNOR, further agrees to execute such addition documents as may be required in countries foreign to the United States, to record ASSIGNEE as the owner of the TRADEMARK and registrations and applications herein assigned.

IN WITNESS WHEREOF, the parties have executed this instrument on this 16 day of June, 2010.

INTERMATCH SWEDEN AB

By:  
Name: PETRA EDENSTRÖM PER MELKER
Title: BOARD MEMBER BOARD MEMBER

SVENSKA TOBAKS AB

By:  
Name: PER MELKER Per Andersberg
Title: BOARD MEMBER Board Member