

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
Pinkerton Tobacco Co. LP		06/16/2010	PARTNERSHIP: DELAWARE
RECEIVING PARTY DATA			
Name:	Swedish Match United Brands AB		
Street Address:	SE-118 85		
City:	Stockholm		
State/Country:	SWEDEN		
Entity Type:	CORPORATION: SWEDEN		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	0690792	GRANGER	
Registration Number:	0401584	GRANGER	
Registration Number:	0136516	VELVET	
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:	tm@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:	002167/0109,0112,0576		
DOMESTIC REPRESENTATIVE			
Name:	Laura Goldbard George		

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**TRADEMARK
 REEL: 004264 FRAME: 0202**

Address Line 1: 180 Maiden Lane
Address Line 2: Stroock & Stroock & Lavan LLP
Address Line 4: New York, NEW YORK 10038-4982

NAME OF SUBMITTER:	Laura Goldbard George
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Signature:	/laura goldbard george/
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Date:	08/19/2010
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Total Attachments: 3
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ASSIGNMENT OF TRADEMARKS

WHEREAS, **Pinkerton Tobacco Co. LP**, a Delaware partnership, having its principal place of business at 1121 Industrial Drive, Owensboro, Kentucky 43202 (hereinafter referred to as "ASSIGNOR"), is the owner of the trademarks and the record owner of the Trademark Registrations listed on Schedule A (hereinafter referred to as the "TRADEMARKS"); and

WHEREAS, **Swedish Match United Brands 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 TRADEMARKS, together with the goodwill of the business associated with the TRADEMARKS:

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 TRADEMARKS, together with the goodwill of the business associated with the TRADEMARKS and all trademark registrations therefor; and

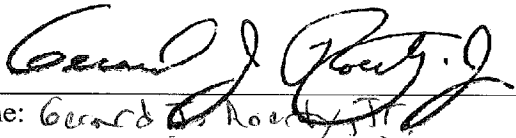
ASSIGNOR does also hereby sell, assign, transfer and set over unto ASSIGNEE, its successors, legal representatives and assigns, all claims for damages by reason of past infringement of the TRADEMARKS, the right to sue for and collect the same for its own use and enjoyment and for the use and enjoyment 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 TRADEMARKS and title thereto as the property of the ASSIGNEE, its successors, legal representatives and assigns in accordance with the terms of this instrument; and


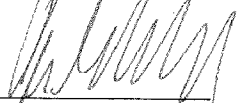
ASSIGNOR, further agrees to execute such addition documents as may be required in countries foreign to the United States, to record ASSIGNEE as the owner of the TRADEMARKS and registrations and applications herein assigned.

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

PINKERTON TOBACCO CO. LP

By: 
Name: Gerard J. Roedel
Title: VP General Counsel

SWEDISH MATCH UNITED BRANDS AB

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

SCHEDULE A

Trademark	Registration No.
GRANGER	690,792
GRANGER (stylized)	401,584
VELVET (stylized)	136,516