

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kyle Waltz		12/21/2010	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Swedish Hasbeens AB		
Street Address:	Tjarhovsgatan 21		
City:	Stockholm		
State/Country:	SWEDEN		
Postal Code:	116 28		
Entity Type:	Limited Company: SWEDEN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3324245	HASBEENS	
CORRESPONDENCE DATA			
Fax Number:	(212)784-5777		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-784-5800		
Email:	trademarks@hblaw.com, jbernard@hblaw.com		
Correspondent Name:	Hiscock & Barclay LLP - Keith E. Danish		
Address Line 1:	Seven Times Square - 44th Floor		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	720445.3042976		
DOMESTIC REPRESENTATIVE			
Name:	Hiscock & Barclay LLP - Keith E. Danish		
Address Line 1:	Seven Times Square - 44th Floor		
Address Line 4:	New York, NEW YORK 10036		

OP \$40.00 3324245

NAME OF SUBMITTER:	Keith E. Danish
Signature:	/keith e. danish/
Date:	02/23/2011
Total Attachments: 3 source=Assign - Kyle Waltz to Swedish Hasbeens (HASBEENS)#page1.tif source=Assign - Kyle Waltz to Swedish Hasbeens (HASBEENS)#page2.tif source=Assign - Kyle Waltz to Swedish Hasbeens (HASBEENS)#page3.tif	


Assignment of Trademark

WHEREAS, **Kyle Waltz**, a citizen of the United States of America, with a business address of 7428 Timber Run Street, Las Vegas, Nevada 89149 (hereinafter "Assignor") has adopted, used and is using the trademark "**HASBEENS**" (hereinafter referred to as "the said mark"), and has registered the said mark in the United States Patent and Trademark Office, Registration No. 3,324,245, dated October 30, 2007; and

WHEREAS, **Swedish Hasbeens AB (formerly Emy & Cilla AB)**, a limited company organized under the laws of Sweden, with a business address of Tjärhovsgatan 21, 116 28 Stockholm, Sweden, (hereinafter "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the said mark and the registration thereof, together with the goodwill of the business in connection with which the said mark is used and which is symbolized by the said mark, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged by Assignor, Assignor does hereby assign unto Assignee all right, title and interest in and to the said mark and the registration thereof in the United States of America, together with the goodwill of the business in connection with which the said mark is used and which is symbolized by the said mark, along with the right to recover for damages and profits for past infringements thereof.

Assignor agrees to execute and deliver at the request of Assignee, all papers, instruments and assignments, and to perform any other reasonable acts that Assignee may require in order to vest all of Assignor's right, title, and interest in and to the said mark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.



Kyle Waltz

NOTARIAL CERTIFICATE

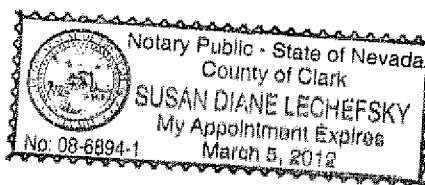
STATE OF NEVADA)
) ss:
COUNTY OF CLARK)

On this the 21 day of December, 2010, before me personally appeared, Kyle Waltz known to me to be the person whose name is subscribed to the attached instrument and acknowledged to me that he executed the same for the purposes and consideration therein expressed.

Given under my hand and seal of office this 21 day of December, 2010.

Susan Diane Lechefsky

Notary Public



IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Atty. Ref.: 720445.3042976

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 In re Trademark Registration of :
 Swedish Hasbeens AB :
 Mark: **HASBEENS** :
 Reg. No.: 3,324,245 :
 Issued: October 30, 2007 :
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POWER OF ATTORNEY AND APPOINTMENT OF DOMESTIC REPRESENTATIVE

We, Swedish Hasbeens AB, hereby revoke all previously-granted Powers of Attorney and appoint Mark I. Peroff, Keith E. Danish, Ronald S. Kareken and Alpa V. Patel, each a member of the Bar of the State of New York; Darren W. Saunders, a member of the Bar of the States of New York and Connecticut; and all other member of the Bar of the State of New York in the firm of HISCOCK & BARCLAY, LLP, Seven Times Square, New York, New York 10036, Telephone No. (212) 784-5800, Facsimile No. (212) 784-5777, as our attorneys with full powers of substitution and revocation to transact all business in the United States Patent & Trademark Office in connection with the above referenced registration, which is owned by our company.


HISCOCK & BARCLAY, LLP is also hereby designated as our representative upon whom notices or process in proceedings affecting the registration may be served.

Please address all correspondence in this matter to the attention of:

Keith E. Danish, Esq.
HISCOCK & BARCLAY, LLP
Seven Times Square
New York, New York 10036
Telephone: (212) 784-5800
Facsimile: (212) 784-5777

SWEDISH HASBEENS AB

Date: 15/02/11

By: 
Print Name: MARTIN J. POSITANO
Title: CEO

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