

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
The Absolut Company Aktiebolag		03/30/2012	CORPORATION: SWEDEN
RECEIVING PARTY DATA			
Name:	Chivas Holdings (IP) Limited		
Street Address:	111-113 Renfrew Road		
City:	Paisley, Renfrewshire		
State/Country:	UNITED KINGDOM		
Postal Code:	PA34DY		
Entity Type:	Limited Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	3341623		
Registration Number:	3451082		
Registration Number:	2904149	ENJOY OUR TRADITION RESPONSIBLY	
Registration Number:	3458831	OLD WORLD TRADITION. NEW WORLD SPIRIT.	
Registration Number:	2943384	PLYMOUTH	
Registration Number:	3344633	PLYMOUTH	
Registration Number:	2943385	PLYMOUTH GIN EST 1793	
Registration Number:	3428887	THE WORLD'S SMOOTHEST GIN	
CORRESPONDENCE DATA			
Fax Number:	2027568087		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	(202) 756-8000		
Email:	rkim@mwe.com, emalis@mwe.com, washington_ip_docket@mwe.com, ksandacz@mwe.com		

CH \$215.00 3341623

Correspondent Name: Richard Y. Kim
Address Line 1: 600 13th Street, N.W.
Address Line 2: McDermott Will & Emery LLP
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER: 025718-0607

DOMESTIC REPRESENTATIVE

Name: Richard Y. Kim
Address Line 1: 600 13th Street, N.W.
Address Line 2: McDermott Will & Emery LLP
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

NAME OF SUBMITTER: Richard Y. Kim

Signature: /Richard Y. Kim/

Date: 04/17/2012

Total Attachments: 8
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DEED OF CONFIRMATION OF ASSIGNMENT

BETWEEN:

1. **THE ABSOLUT COMPANY AB**, (formerly known as V&S Vin & Sprit AB) a company incorporated in Sweden (registered number 556015-0178) and whose registered office is SE-117 97 Stockholm, Sweden (the "Assignor") and
2. **CHIVAS HOLDINGS (IP) LIMITED** a company incorporated in Scotland (registered number SC331555) and whose registered office is at 111/113 Renfrew Road, Paisley, PA3 4DY, Scotland (the "Assignee");

hereinafter together referred to as "the Parties".

WHEREAS

1. The Parties have entered into the Assignment (as defined below).
2. The Parties have agreed to enter into this deed to confirm that the Trademarks (as defined below) were assigned by the Assignor to the Assignee pursuant to the Assignment.

NOW THEREFORE THE PARTIES HERETO AGREE AS FOLLOWS:-

1. Definitions and Interpretation

Unless the context otherwise provides, the words and expressions used in this deed shall have the following meanings:

"Assignment"	means an Intellectual Property Assignment entered into between the Parties on 30 March 2012;
"Schedules"	means the schedule which is annexed to and forms part of this deed; and
"Trademarks"	means the registered trademarks set out in Part A of the Schedule

1. Confirmation

The Parties confirm, acknowledge and agree that pursuant to the Assignment and with effect from 30 March 2012, the Assignor as legal owner:

- (a) assigned and transferred to Assignee, the whole right, title and interest past, present and future in and to the Trademarks in Part A for the full period during which such rights subsist including any and all goodwill attached to the Trademarks; and

- (b) assigned to Assignee, the rights, powers, privileges and immunities conferred on the proprietor of the Trademarks and the right to bring, make, oppose, defend, appeal proceedings, claims or actions and obtain relief (and to retain any damages recovered) in respect of any infringement, or any other cause of action arising from ownership, of any of the Trademarks whether occurring before, on or after the date of the Assignment.
- (c) The Assignment was for good and valuable consideration which consideration is hereby acknowledged by both parties.

2. Governing Law and Jurisdiction

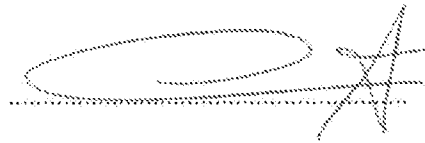
This deed, its interpretation and any disputes under or in connection with it, will be governed by and construed in accordance with the laws of England and Wales and will be subject to the exclusive jurisdiction of the English courts.

3. Counterparts

This deed may be executed in any number of counterparts, each of which when executed and delivered shall constitute an original of this deed, but all the counterparts shall together constitute the same agreement. No counterpart shall be effective until each party has executed at least one counterpart.

IN WITNESS WHEREOF this deed is executed as a deed as follows:

Signed and delivered as a deed for and on behalf of
THE ABSOLUT COMPANY AB
 at Stockholm
 on 30th April 2012
 by Philippe Guettat
Authorised Signatory
 in the presence of:



Anna Ernborg (Name)
113 93 Stockholm (Address)
Sweden
Assistant legal Affairs Occupation

Anna Ernborg
 (Signature of witness)

Signed and delivered as a Deed for and on behalf of
CHIVAS HOLDINGS (IP) LIMITED

at

on

by

Director

in the presence of:

.....

..... (Name)

..... (Address)

.....

..... Occupation











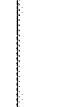
.....
(Signature of witness)

This is the Schedule referred to in the foregoing Deed of Confirmation or Assignment between
The Absolut Company AB and Chivas Holdings (IP) Limited

SCHEDULE

PART A- TRADE MARKS











TAC - Brand Portfolio Report

Case No	Country	IP-Type/Trademark/Title	Appearance Classes	Applicant Legal Owner	Appl Date Appl No	Reg Date Reg No	Renewal Status	B-Area Brand	Device
TMS450CA00	Canada	TM "monk"	Device 33	V&S Vin & Sprit Aktiebolag (publ)	2006-03-31 1196002	2007-03-20 684118	2022-03-20 Registered	CHIVAS PLYMOUTH	
TMS450P00	International Protocol (Madrid)	TM "monk"	Device 33	The Absolut Company Aktiebolag	2006-08-31 902663	2006-08-31 902663	2016-08-31 Registered	CHIVAS PLYMOUTH	
TMS450RZ00	New Zealand	TM "monk"	Device 33	V&S Vin & Sprit Aktiebolag (publ)	2006-02-15 742898	2006-02-15 742898	2016-02-15 Registered	CHIVAS PLYMOUTH	
TMS450SE00	Sweden	TM "monk"	Device 33	V&S Vin & Sprit Aktiebolag (publ)	2006-02-14 200601405	2006-08-11 382536	2016-08-11 Registered	CHIVAS PLYMOUTH	
TMS450US00	United States	TM "monk"	Device 33	The Absolut Company Aktiebolag	2006-02-02 78805576	2007-11-30 3341623	2017-11-20 Registered	CHIVAS PLYMOUTH	
TMS449CA00	Canada	TM "ship"	Device 33	V&S Vin & Sprit Aktiebolag (publ)	2006-03-31 11295996	2007-06-12 689600	2022-06-12 Registered	CHIVAS PLYMOUTH	
TMS449IP00	International Protocol (Madrid)	TM "ship"	Device 33	The Absolut Company Aktiebolag	2006-08-31 902720	2006-08-31 902720	2016-08-31 Registered	CHIVAS PLYMOUTH	
TMS449SE00	Sweden	TM "ship"	Device 33	V&S Vin & Sprit Aktiebolag (publ)	2006-02-14 200601404	2006-09-29 383461	2016-09-29 Registered	CHIVAS PLYMOUTH	
TMS449US00	United States	TM "ship"	Device 33	The Absolut Company Aktiebolag	2006-02-02 78805579	2008-06-17 3451082	2016-06-17 Registered	CHIVAS PLYMOUTH	
TMS017NZ00	New Zealand	TM BLACK FRIAR	Wordmark 33	V&S Vin & Sprit Aktiebolag (publ)	1958-06-18 62169	1959-02-03 62169	2017-06-18 Registered	CHIVAS PLYMOUTH	
TMS017GB00	United Kingdom	TM BLACK FRIAR	Wordmark 33	The Absolut Company Aktiebolag	1957-07-18 767568	1957-07-18 767568	2016-07-18 Registered	CHIVAS PLYMOUTH	

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Case No	Country	IP- Type/Trademark/Title	Appearance Classes	Applicant Legal Owner	Appl Date Appl No	Reg Date Reg No	Renewal Status	B. Area Brand	Device
TM5024FR00	France	TM CAUVENISH	Wordmark 33	V&S Vin & Sprit Aktiebolag (publ)	1998-04-22 98729273	1998-04-22 98729273	2018-04-30 Pending	CHIVAS	PLYMOUTH
TM5031US00	United States	TM ENJOY OUR TRADITION RESPONSIBLY	Wordmark 35	The Absolut Company Aktiebolag	2003-09-23 76454917	2004-11-23 2904149	2014-11-23 Registered	CHIVAS	PLYMOUTH
AS: GU, UM, V1									
TM5030US00	United States	TM OLD WORLD TRADITION, NEW WORLD SPIRIT.	Slogan 33	The Absolut Company Aktiebolag	2007-02-02 77057482	2009-07-01 3458831	2018-07-01 Registered	CHIVAS	PLYMOUTH
AS: GU, UM, V1									
TM5016GB00	United Kingdom	TM PLYM-GIN	Wordmark 33	The Absolut Company Aktiebolag	1965-02-03 875144	1965-02-03 875144	2020-02-03 Published	CHIVAS	PLYMOUTH
GS: IO, PN									
TM4035CA00	Canada	TM PLYMOUTH	Wordmark 33	V&S Vin & Sprit Aktiebolag (publ)	2008-03-31 1295994	2007-05-03 696831	2022-05-03 Registered	CHIVAS	PLYMOUTH
TM4035CL00	Chile	TM PLYMOUTH	Wordmark 33	V&S Vin & Sprit Aktiebolag (publ)	2007-11-23 796824		Pending	CHIVAS	PLYMOUTH
TM4035EU00	European Community	TM PLYMOUTH	Wordmark 33	The Absolut Company Aktiebolag	1998-08-17 000908723	1999-10-28 000908723	2018-08-17 Registered	CHIVAS	PLYMOUTH
AT, BE, BG, BX, CY, CZ, DE, DK, EE, ES, FI, FR, GB, GR, HU, IE, IT, LU, LV, MT, NL, PL, PT, RO, SE, SI, SK									
TM4035JP00	International Protocol (Madrid)	TM PLYMOUTH	Wordmark 33	The Absolut Company Aktiebolag	2006-02-14 663258	2006-02-14 663258	2016-02-14 Registered	CHIVAS	PLYMOUTH
AU, JP									
TM4035NZ00	New Zealand	TM PLYMOUTH	Wordmark 33	V&S Vin & Sprit Aktiebolag (publ)	2006-02-15 742899	2006-02-15 742899	2016-02-15 Registered	CHIVAS	PLYMOUTH
CK, NU, TK									
TM4035NO00	Norway	TM PLYMOUTH	Wordmark 33	The Absolut Company Aktiebolag	2005-03-13 209602464	2005-09-11 247573	2018-09-11 Registered	CHIVAS	PLYMOUTH
BV, SJ									
TM4035US00	United States	TM PLYMOUTH	Wordmark 33	The Absolut Company Aktiebolag	2005-09-30 76548050	2005-04-26 2943394	2015-04-26 Registered	CHIVAS	PLYMOUTH

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Case No	Country	IP- Type/Trademark/Title	Appearance Classes	Applicant Legal Owner	Appl Date Appl No	Reg Date Reg No	Renewal Status	S. Area Brand	Device
TM5035US01	United States	TM PLYMOUTH	Wordmark 16, 20, 21	The Absolut Company Aktiebolag	2003-09-29 76548081	2007-11-27 3344633	2017-11-27 Registered	CHIVAS PLYMOUTH	
TM5023NZ00	New Zealand	TM PLYMOUTH GIN (new label)	Label 33	V&S Vin & Sprit Aktiebolag (publ)	2000-01-27 607162	2000-01-27 607162	2017-01-27 Registered	CHIVAS PLYMOUTH	
TM5023AU00	Australia	TM PLYMOUTH GIN (label)	Label 33	The Absolut Company Aktiebolag	2000-01-27 821385	2001-03-09 821385	2020-01-27 Registered	CHIVAS PLYMOUTH	
TM5023CA00	Canada	TM PLYMOUTH GIN (label)	Label 33	V&S Vin & Sprit Aktiebolag (publ)	1999-10-07 1031639	2003-09-17 590040	2018-09-17 Registered	CHIVAS PLYMOUTH	
TM5089CA00	Canada	TM PLYMOUTH GIN (label)	Label 33	V&S Vin & Sprit Aktiebolag (publ)	2003-09-12 1190448	2006-10-03 674090	2021-10-03 Registered	CHIVAS PLYMOUTH	
TM3989EU00	European Community	TM PLYMOUTH GIN (label)	Label 33	The Absolut Company Aktiebolag	2003-09-03 003337748	2004-11-17 003337748	2013-09-03 Registered	CHIVAS PLYMOUTH	
TM3989IP01	International Protocol (Madrid)	TM PLYMOUTH GIN (label)	Label 33	The Absolut Company Aktiebolag		2004-02-12 820990	2014-02-12 Registered	CHIVAS PLYMOUTH	
TM3989GB00	United Kingdom	TM PLYMOUTH GIN (label)	Label 33	The Absolut Company Aktiebolag	2003-09-04 2342382	2003-09-04 2342382	2013-09-04 Registered	CHIVAS PLYMOUTH	
TM3989US00	United States	TM PLYMOUTH GIN (label)	Label 33	The Absolut Company Aktiebolag	2003-09-30 76548053	2005-04-26 2943385	2015-04-26 Registered	CHIVAS PLYMOUTH	
TM1132CA00	Canada	TM PLYMOUTH GIN - List of Geographical Indications	n/a	V&S Plymouth Limited	2005-04-26 1129981		Pending	CHIVAS PLYMOUTH	
TM5023JP00	Japan	TM PLYMOUTH GIN - Logo (New)	Label 33	V&S Vin & Sprit Aktiebolag (publ)	2000-01-31 20006435	2001-02-02 4450479	2021-02-02 Registered	CHIVAS PLYMOUTH	



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Case No	Country	IP-Type/Trademark/Title	Appearance Classes	Applicant Legal Owner	Appl Date Appl No	Reg Date Reg No	Renewal Status	S.Area Brand	Device
TM5505USD0	United States	TM: THE WORLD'S SMOOTHEST GIN	Slogan 33	The Absolut Company Aktiebolag	2007-01-08 77077983	2008-05-13 3428887	2018-05-13 Registered	CHIVAS	PLYMOUTH

Total Number of Cases: 34