

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
Absolut Holding Inc. c/o Absolut Holding Filial		12/20/2012	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	The Absolut Company Aktiebolag
Street Address:	SE-117 97
City:	Stockholm
State/Country:	SWEDEN
Entity Type:	CORPORATION: SWEDEN

PROPERTY NUMBERS Total: 49

Property Type	Number	Word Mark
Registration Number:	1374134	MALIBU
Registration Number:	1261893	MALIBU
Registration Number:	3393773	MALIBU AND DESIGN
Registration Number:	2989885	MALIBU
Registration Number:	2989886	MALIBU
Registration Number:	2856870	
Registration Number:	3234124	KAHLUA
Registration Number:	2924197	KAHLUA
Registration Number:	2988022	KAHLUA
Registration Number:	1838808	K
Registration Number:	1900036	KAHLUA
Registration Number:	0752236	KAHLUA
Registration Number:	0752237	KAHLUA
Registration Number:	0894274	KAHLUA

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Registration Number:	0923586	KAHLUA
Registration Number:	1505053	
Registration Number:	0711952	KAHLUA
Registration Number:	2276182	KAHLUA ESPECIAL
Registration Number:	3561051	EXPLORE YOUR CURIOSITY
Registration Number:	3561050	GET YOUR ISLAND ON
Registration Number:	3816881	MALIBU
Registration Number:	4036714	
Serial Number:	85098007	MALIBOOM BOOM
Serial Number:	85098053	RADIO MALIBOOM BOOM .COM
Registration Number:	4143383	MALIBU COCKTAILS
Registration Number:	4147241	MALIBU COCKTAILS TROPICAL MOJITO SPIRIT OF THE CARIBBEAN
Registration Number:	4147245	MALIBU COCKTAILS CARIBBEAN COSMO SPIRIT OF THE CARIBBEAN SPIRIT OF THE
Serial Number:	85128090	MALIBU COCKTAILS MELON MARGARITA SPIRITO
Registration Number:	4147243	MALIBU COCKTAILS RUM PUNCH SPIRIT OF THE CARIBBEAN SPIRIT OF THE
Serial Number:	85125814	COCOQUILA
Serial Number:	85146336	MALIBU VIVA
Serial Number:	85196707	MALIBU RED
Serial Number:	85196715	MALIBU WHITE
Serial Number:	85196711	MALIBU BLACK
Serial Number:	85299549	
Serial Number:	85296541	
Serial Number:	85170497	KAHLUA DELICIOSO
Registration Number:	4175036	
Registration Number:	4215501	MALIBU RED
Serial Number:	85495980	MALIBU SUNSHINE
Registration Number:	4207821	MALIBU SUNSHINE
Serial Number:	85615642	KAHLUA MIDNIGHT
Serial Number:	85667740	KAHLÚA
Serial Number:	85626693	
Serial Number:	85632981	
Serial Number:	85657363	MALIBU COCKTAILS COOL LIME MARGARITA
Serial Number:	85719942	MALIBU SUNDAE

Serial Number:	85750951	VERACRUZ
Serial Number:	78149437	KUYA

CORRESPONDENCE DATA

Fax Number: 2027568087
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 202-756-8000
Email: rkim@mwe.com, emalis@mwe.com
Correspondent Name: Richard Y. Kim
Address Line 1: 500 North Capitol Street, NW
Address Line 2: McDermott Will & Emery LLP
Address Line 4: Washington, DISTRICT OF COLUMBIA 20001

ATTORNEY DOCKET NUMBER: 025718-0867

DOMESTIC REPRESENTATIVE

Name: Richard Y. Kim
Address Line 1: 500 North Capitol Street, NW
Address Line 2: McDermott Will & Emery LLP
Address Line 4: Washington, DISTRICT OF COLUMBIA 20001

NAME OF SUBMITTER: Richard Y. Kim

Signature: /Richard Y. Kim/

Date: 01/23/2013

Total Attachments: 7
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GENERAL INTELLECTUAL PROPERTY ASSIGNMENT

Dated as of December 20, 2012

between

ABSOLUT HOLDING, INC acting through its Swedish branch ABSOLUT HOLDING FILIAL

and

THE ABSOLUT COMPANY AB

GENERAL INTELLECTUAL PROPERTY ASSIGNMENT

This GENERAL INTELLECTUAL PROPERTY ASSIGNMENT, dated as of December 20, 2012 (the "Assignment"), is made by and between ABSOLUT HOLDING, INC. acting through its Swedish branch ABSOLUT HOLDING FILIAL ("Assignor"), and THE ABSOLUT COMPANY AB ("Assignee").

WHEREAS, Assignor and Assignee have entered into that certain Asset Sale and Purchase Agreement, dated as of December 20, 2012 (as amended, modified or supplemented from time to time in accordance with its terms, the "Purchase Agreement"), pursuant to which Assignee agreed to purchase from Assignor and Assignor agreed to sell, assign and transfer to Assignee, the MKI Brands (as defined in the Purchase Agreement), including but not limited to the trademark, service mark and design applications and registrations and domain name registrations set forth in Schedule A hereto for or in connection with the spirit brands MALIBU and KAHLUA (hereinafter "Filings/Registrations");

WHEREAS, pursuant to the Purchase Agreement, Assignor has assigned, among other things, its rights, interests and obligations under the Purchase Agreement with respect to the MKI Brands, including the Filings/Registrations, to Assignee; and

WHEREAS, Assignee desires to purchase or acquire all of Assignor's right, title and interest in and to the MKI Brands, including the Filings/Registrations, effective concurrently with the execution of this Assignment, together with the goodwill of the business symbolized by the MKI Brands; Assignor and Assignee are in agreement to take actions to record Assignee as new owner of the Filings/Registrations before the national Trademark Offices, registrars etc. in the jurisdictions set forth on Schedule A.

WHEREAS, Assignee is the successor to the business, which is ongoing, to which the MKI Brands, including the Filings/Registrations, pertain.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

Assignor does hereby sell, convey, assign, transfer and deliver to Assignee all of the right, title and interest of Assignor and/or its affiliates in and to the MKI Brands, including the Filings/Registrations, which includes without limitation the following: (i) all foreign, federal, state, local, statutory and common law and other rights therein related to trademarks, copyrights, designs, patents and domain names, the exclusive right to apply for and maintain all registrations and applications for registrations thereof (and all extensions and renewals of such registrations and applications), and the goodwill of the business connected with the use thereof and symbolized thereby, free and clear of all liens; (ii) all of the rights of priority therein in any jurisdiction as may now or hereafter be granted to Assignor by applicable law; (iii) all benefits, privileges, causes of action and remedies relating to the foregoing, whether before or hereafter

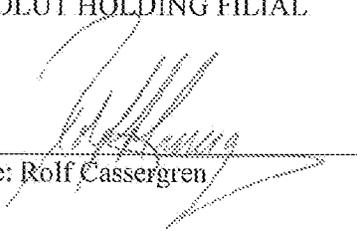
accrued; (iv) all of the rights, interests, claims and demands recoverable in law or equity that Assignor has or may have in profits and damages for past, present and future infringements, violations or misappropriations of the MKI Brands, including the Filings/Registrations, including but not limited to the right to compromise, sue for and collect such profits and damages; and (v) all other rights and interests arising out of or related to the MKI Brands, including the Filings/Registrations; the same to be held and enjoyed by Assignee, its successors and assigns or their legal representatives as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

This Assignment shall be governed by, and construed and enforced in accordance with, with respect to each item of MKI Brands, including the Filings/Registrations, the laws of the jurisdiction under which such item arises for intellectual property issues, and for all other matters, the substantive laws of Sweden, including but not limited to matters of validity, construction, effect, performance and remedies.

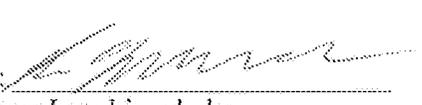
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IN WITNESS WHEREOF, each of the parties has caused this Assignment to be executed by its duly authorized officer, in each case as of the date first written above.

ABSOLUT HOLDING INC.
acting through its Swedish branch
ABSOLUT HOLDING FILIAL

By: 
Name: Rolf Cassergren

THE ABSOLUT COMPANY AB

By: 
Name: Lars Ljungholm

Trademark	Country	App. No.	Appl. Date	Reg. No.	Reg. date	Class	Owner
MALIBU (Word & Palm Trees & Sun Device)	United States Of America	73/423567	28 apr 1983	1374134	03 dec 1985	33	Absolut Holding Inc. c/o Absolut Holding Filial
MALIBU	United States Of America	73/382416	30 aug 1982	1261893	20 dec 1983	33	Absolut Holding Inc. c/o Absolut Holding Filial
MALIBU Bottle with Palm Trees & Sun	United States Of America	76/115599	23 aug 2000	3393773	11 mar 2008	33	Absolut Holding Inc. c/o Absolut Holding Filial
MALIBU and PALM TREE & SUN Device	United States Of America	76/114341	22 aug 2000	2989885	30 aug 2005	25	Absolut Holding Inc. c/o Absolut Holding Filial
MALIBU	United States Of America	76/116747	25 aug 2000	2989886	30 aug 2005	25	Absolut Holding Inc. c/o Absolut Holding Filial
DRUMMER Device	United States Of America	78/179033	28 okt 2002	2856870	22 jun 2004	33	Absolut Holding Inc. c/o Absolut Holding Filial
KAHLUA	United States Of America	78/207552	27 jan 2003	3234124	24 apr 2007	30	Absolut Holding Inc. c/o Absolut Holding Filial
KAHLUA	United States Of America	78/208756	30 jan 2003	2924197	01 feb 2005	32	Absolut Holding Inc. c/o Absolut Holding Filial
KAHLUA	United States Of America	78/222479	06 mar 2003	2988022	23 aug 2005	30	Absolut Holding Inc. c/o Absolut Holding Filial
KAHLUA K DEVICE	United States Of America	74/379589	16 apr 1993	1838808	07 jun 1994	33	Absolut Holding Inc. c/o Absolut Holding Filial
KAHLUA	United States Of America	74/386764	05 maj 1993	1900036	13 jun 1995	29	Absolut Holding Inc. c/o Absolut Holding Filial
KAHLUA STYLISED WORD	United States Of America	72/135749	15 jan 1962	0752236	02 jul 1963	33	Absolut Holding Inc. c/o Absolut Holding Filial
KAHLUA	United States Of America	72/135750	15 jan 1962	0752237	02 jul 1963	33	Absolut Holding Inc. c/o Absolut Holding Filial
KAHLUA STYLISED WORD	United States Of America	72/326285	05 maj 1969	0894274	07 jul 1970	30	Absolut Holding Inc. c/o Absolut Holding Filial
KAHLUA BOTTLE DEVICE	United States Of America	72/378151	08 dec 1970	0923586	09 nov 1971	33	Absolut Holding Inc. c/o Absolut Holding Filial
KAHLUA BOTTLE DEVICE	United States Of America	73/682159	02 sep 1987	1505053	20 sep 1988	33	Absolut Holding Inc. c/o Absolut Holding Filial
KAHLUA LABEL	United States Of America	72/080029	10 aug 1959	0711952	28 feb 1961	33	Absolut Holding Inc. c/o Absolut Holding Filial
KAHLUA ESPECIAL (stylized)	United States Of America	75/565772	07 okt 1998	2276182	07 sep 1999	33	Absolut Holding Inc. c/o Absolut Holding Filial
EXPLORE YOUR CURIOSITY	United States Of America	77/520165	11 jul 2008	3561051	13 jan 2009	33	Absolut Holding Inc. c/o Absolut Holding Filial

GET YOUR ISLAND ON	United States Of America	77/520107	11 jul 2008	3561050	13 jan 2009	33	Absolut Holding Inc. c/o Absolut Holding Filial
MALIBU Word & Palm Tree & Sun Device in Color 2008	United States Of America	77/804896	14 aug 2009	3816881	13 jul 2010	33	Absolut Holding Inc. c/o Absolut Holding Filial
MALIBU White Bottle Brown Cap	United States Of America	77/649693	14 jan 2009	4036714	11 okt 2011	33	Absolut Holding Inc. c/o Absolut Holding Filial
MALIBOOM BOOM	United States Of America	85098007	02 aug 2010			33, 38, 41	Absolut Holding Inc. c/o Absolut Holding Filial
RADIO MALIBOOM BOOM (logo)	United States Of America	85098053	02 aug 2010			33, 38, 41	Absolut Holding Inc. c/o Absolut Holding Filial
MALIBU COCKTAILS (logo)	United States Of America	85097968	02 aug 2010	4143383	15 maj 2012	33	Absolut Holding Inc. c/o Absolut Holding Filial
MALIBU COCKTAILS TROPICAL MOJITO (label)	United States Of America	85097056	30 jul 2010	4147241	22 maj 2012	33	Absolut Holding Inc. c/o Absolut Holding Filial
MALIBU COCKTAILS CARIBBEAN COSMO (label)	United States Of America	85097936	02 aug 2010	4147245	22 maj 2012	33	Absolut Holding Inc. c/o Absolut Holding Filial
MALIBU COCKTAILS MELON MARGARITA (label)	United States Of America	85128090	13 sep 2010			33	Absolut Holding Inc. c/o Absolut Holding Filial
MALIBU COCKTAILS RUM PUNCH (label)	United States Of America	85097878	02 aug 2010	4147243	22 maj 2012	33	Absolut Holding Inc. c/o Absolut Holding Filial
COCOQUILA	United States Of America	85125814	09 sep 2010			33	Absolut Holding Inc. c/o Absolut Holding Filial
MALIBU VIVA	United States Of America	85146336	06 okt 2010			33	Absolut Holding Inc. c/o Absolut Holding Filial
MALIBU RED	United States Of America	85196707	13 dec 2010			33	Absolut Holding Inc. c/o Absolut Holding Filial
MALIBU WHITE	United States Of America	85196715	13 dec 2010			33	Absolut Holding Inc. c/o Absolut Holding Filial
MALIBU BLACK	United States Of America	85196711	13 dec 2010			33	Absolut Holding Inc. c/o Absolut Holding Filial
COAT OF ARMS (KAHLUA CREST)	United States Of America	85299549	20 apr 2011			29, 30, 31, 32, 33	Absolut Holding Inc. c/o Absolut Holding Filial
COFFEE CANE (KAHLUA CREST)	United States Of America	85296541	15 apr 2011			29, 30, 31, 32, 33	Absolut Holding Inc. c/o Absolut Holding Filial
KAHLUA DELICIOSO	United States Of America	85170497	5 nov 2010			33, 38, 41	Absolut Holding Inc. c/o Absolut Holding Filial
PALM TREE DEVICE 2008 b/w (MALIBU)	United States Of America	85474500	16 nov 2011	4175036	17 jul 2012	33	Absolut Holding Inc. c/o Absolut Holding Filial

MALIBU RED label	United States Of America	85495927	15 dec 2011	4215501	25 sep 2012		Absolut Holding Inc. c/o Absolut Holding Filial
MALIBU SUNSHINE label	United States Of America	85495980	15 dec 2011			33	Absolut Holding Inc. c/o Absolut Holding Filial
MALIBU SUNSHINE	United States Of America	85496028	15 dec 2011	4207821	11 sep 2012	33	Absolut Holding Inc. c/o Absolut Holding Filial
KAHLUA MIDNIGHT	United States Of America	85615642	03 maj 2012			33	Absolut Holding Inc. c/o Absolut Holding Filial
KAHLUA Label 2012	United States Of America	85667740	03 jul 2012			30, 33	Absolut Holding Inc. c/o Absolut Holding Filial
MALIBU 2012 palm tree device (b/w)	United States Of America	85626693	16 maj 2012			33	Absolut Holding Inc. c/o Absolut Holding Filial
MALIBU 2012 white bottle with color logo	United States Of America	85632981	23 maj 2012			33	Absolut Holding Inc. c/o Absolut Holding Filial
MALIBU COCKTAILS COOL LIME MARGARITA	United States Of America	85657363	20 jun 2012			33	Absolut Holding Inc. c/o Absolut Holding Filial
MALIBU SUNDAE	United States Of America	85719942	04 sep 2012			33	Absolut Holding Inc. c/o Absolut Holding Filial
VERACRUZ bottle design	United States of America	85750951	10 oct 2012			33	Absolut Holding Inc. c/o Absolut Holding Filial
KUYA	United States of America	78149437	31 jul 2002	2849355	1 jun 2004	33	Absolut Holding Inc. c/o Absolut Holding Filial