

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
Svenska Tobaks Aktiebolag		01/30/2013	CORPORATION: SWEDEN
RECEIVING PARTY DATA			
Name:	Swedish Match Intellectual Property AB		
Street Address:	Box 7179		
City:	Stockholm		
State/Country:	SWEDEN		
Postal Code:	103 88		
Entity Type:	CORPORATION: SWEDEN		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	0092886	GYV	
Registration Number:	0754918	LA FLOR DE GARCIA Y VEGA	
Registration Number:	1329976	GARCIA Y VEGA	
Registration Number:	1339412	GARCIA Y VEGA	
Registration Number:	3277629	GAME	
Registration Number:	4231354	GARCIA Y VEGA 1882	
CORRESPONDENCE DATA			
Fax Number:	2128062560		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212-806-6675		
Email:	tm@stroock.com		
Correspondent Name:	Laura Goldbard George		
Address Line 1:	180 Maiden Lane, 38th Floor		
Address Line 2:	Stroock & Stroock & Lavan LLP		
Address Line 4:	New York, NEW YORK 10038-4982		

CH \$165.00 0092886

ATTORNEY DOCKET NUMBER:

002167/0667

DOMESTIC REPRESENTATIVE

Name: Laura Goldbard George
Address Line 1: 180 Maiden Lane, 38th Floor
Address Line 2: Stroock & Stroock & Lavan LLP
Address Line 4: New York, NEW YORK 10038-4982

NAME OF SUBMITTER:

Laura Goldbard George

Signature:

/laura goldbard george/

Date:

02/11/2013

Total Attachments: 3

source=Assignment Svenska Tobaks to SM IP AB#page1.tif
source=Assignment Svenska Tobaks to SM IP AB#page2.tif
source=Assignment Svenska Tobaks to SM IP AB#page3.tif

ASSIGNMENT OF TRADEMARKS

WHEREAS, **Svenska Tobaks Aktiebolag, 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 trademarks and the record owner of US Trademarks shown on the attached Schedule A (hereinafter referred to as the "TRADEMARKS"); and

WHEREAS, **Swedish Match Intellectual Property AB, a Swedish corporation**, having its principal place of business at **Box 7179, 103 88 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, including the registration thereof, together with the goodwill of the business symbolized by the TRADEMARKS being assigned;

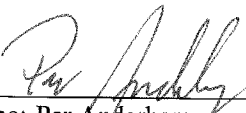
NOW THEREFORE, in consideration of the sum of TEN (\$10.00) DOLLARS and other good and valuable consideration paid by ASSIGNEE to ASSIGNOR, the sufficiency and receipt of which is hereby acknowledged, ASSIGNOR hereby transfers and assigns to ASSIGNEE, its successors and assigns, all of ASSIGNOR'S rights, title and interest in and to the TRADEMARKS including the United States registrations therefor, together with the goodwill of the business symbolized by the TRADEMARKS;

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, 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.

IN WITNESS WHEREOF, ASSIGNOR has executed this instrument on this 30 day of January, 2013.

Svenska Tobaks Aktiebolag

By: 
Name: Per Anderberg
Title: Board member

By: 
Name: Fredrik Petron
Title: Board member

SCHEDULE A

TRADEMARK	SERIAL NO.	REG. NO.	FILED	REGISTERED
GYV & Design	71/038,948	92,886	11/28/1908	8/ 5/1913
LA FLOR DE GARCIA Y VEGA & Design	72/144,066	754,918	5/ 8/1962	8/20/1963
GARCIA Y VEGA	73/423,741	1,329,976	4/29/1983	4/ 9/1985
GARCIA Y VEGA (Script)	73/423,742	1,339,412	4/29/1983	6/ 4/1985
GAME	78/766,336	3,277,629	12/ 5/2005	8/ 7/2007
GARCIA Y VEGA 1882	85/479,340	4,231,354	11/22/2011	10/23/2012