

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
Swedish Match North America, Inc.		08/27/2013	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Swedish Match North Europe AB
Street Address:	SE-118 85
City:	Stockholm
State/Country:	SWEDEN
Entity Type:	JOINT STOCK COMPANY: SWEDEN

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	3671264	THE ORIGINAL SWEDISH SNUS

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

ATTORNEY DOCKET NUMBER:	002167/0621
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DOMESTIC REPRESENTATIVE	
Name:	Laura Goldbard George
Address Line 1:	180 Maiden Lane, 38th Floor
Address Line 2:	Stroock & Stroock & Lavan LLP

CH \$40.00 3671264

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:	08/27/2013
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Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

WHEREAS, Swedish Match North America, Inc., a Delaware corporation, having its principal place of business at Two James Center, 1021 East Cary Street, Suite 1600, Richmond, Virginia 23219 (hereinafter referred to as "ASSIGNOR"), is the owner of the trademark and the record owner of US Trademark Registration No. 3,671,264 for the mark THE ORIGINAL SWEDISH SNUS (hereinafter referred to as the "TRADEMARK"); and

WHEREAS, Swedish Match North Europe AB, a Swedish Joint Stock Company, having its principal place of business at SE-118 85, Stockholm, Sweden (hereinafter referred to as "ASSIGNEE"), is desirous of acquiring all of the right, title and interest of ASSIGNOR in, to and under the TRADEMARK, including the registration thereof, together with the goodwill of the business symbolized by the TRADEMARK 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 right, title and interest in and to the TRADEMARK including the United States registration therefor, together with the goodwill of the business symbolized by the TRADEMARK;

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 TRADEMARK, 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

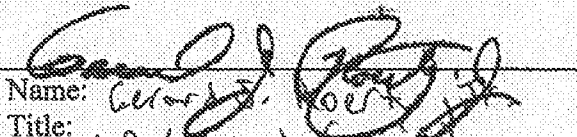
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TRADEMARK
REEL: 005098 FRAME: 0580

ASSIGNOR, further authorizes the Commissioner of Patents and Trademarks of the United States, to record the TRADEMARK 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 27 day of August, 2013.

Swedish Match North America, Inc.

By: 
Name: George J. Coert
Title: VP General Counsel