

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
FMD SERVICES LIMITED PARTNERSHIP		10/21/2013	LIMITED PARTNERSHIP: CANADA
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: 1			
Property Type	Number	Word Mark	
Registration Number:	4250523	TRANSFORM THE NIGHT	
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:	washington_ip_docket@mwe.com, rkim@mwe.com, bmorgan@mwe.com, ksandacz@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:	088014-0312		
DOMESTIC REPRESENTATIVE			
Name:	RICHARD Y. KIM		

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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
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Signature:	/Richard Y. Kim/
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Date:	11/06/2013
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Total Attachments: 2
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**TRADE-MARK
ASSIGNMENT**

WHEREAS FMD SERVICES LIMITED PARTNERSHIP, the full post office address of whose principal office or place of business is 800 Victoria Sq. Suite 3700, C.P. 242, Montreal, Quebec, H4Z 1E9 (the "Assignor"), is the owner of the entire right, title and interest in and to the trademarks identified in Schedule A attached hereto (the "Marks"), as well as the goodwill associated with and symbolised by the Marks;

WHEREAS THE ABSOLUT COMPANY AKTIEBOLAG, the full post office address of whose principal office or place of business is 117 97 Stockholm, SWEDEN (the "Assignee") is desirous of obtaining the entire right, title and interest in and to the Marks, as well as the goodwill associated with and symbolised by the Marks;

NOW, therefore, in consideration of the sum of ONE CANADIAN DOLLAR (CDN \$1.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to said Assignee, its successors, assigns and legal representatives, the entire right, title and interest in and to the Marks, including the goodwill associated with and symbolised by the Marks, together with the right to registration, the applications for registration and registrations set out in Schedule "A" attached hereto and all rights of action accrued under and by virtue thereof, including the right to sue and recover for past infringement of the Marks and any rights of opposition accrued to the Assignor and any of its predecessors in title;

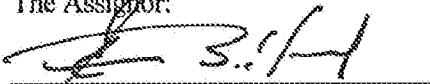
AND the Assignor agrees to execute all such documents and do all such acts, at the costs of the Assignee, as may be necessary to give effect to this Assignment and the recordal thereof;

AND the Assignor finally declares that any prior use of the Marks by it or by any of its predecessors in title enures to the exclusive benefit of the Assignee.

EXECUTED as of the 21st day of October, 2013

The Assignor:

Per:



Name: Eric Bédard

Title: Managing Partner - Quebec Region

The Assignee:

Per:



Name: LARS LJUNGHOLM

Title: VICE PRESIDENT LEGAL AFFAIRS

SCHEDULE A

List of Assigned Trade-Marks

<u>Trade-mark</u>	<u>Appl'n No.</u>	<u>Reg'n No.</u>	<u>Our File No.</u>
CANADA TRANSFORM THE NIGHT	1467459	TMA810154	267944.162
U.S. TRANSFORM THE NIGHT	85092843	4250523	297944.161

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