

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM434973

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
The Absolut Company AB		09/30/2016	Corporation: SWEDEN
RECEIVING PARTY DATA			
Name:	Sazerac Investments, LLC		
Street Address:	10400 Linn Station Rd, Suite 300		
City:	Louisville		
State/Country:	KENTUCKY		
Postal Code:	40223		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 11			
Property Type	Number	Word Mark	
Registration Number:	2551993	FREEZE DISTILLED	
Registration Number:	1637061	FRIS	
Registration Number:	2995051	FRIS	
Registration Number:	4339491	IMPORTED FREEZE DISTILLED VODKA FRIS INV	
Registration Number:	4848120		
Registration Number:	2749881		
Registration Number:	4415794	IMPORTED FREEZE DISTILLED CITRUS FREEZE	
Registration Number:	4401412	IMPORTED FREEZE DISTILLED ORANGE FREEZE	
Registration Number:	4706073	FRIS THE MOMENT	
Registration Number:	4665852	FRIS THE MOMENT	
Registration Number:	4459574	IMPORTED FREEZE DISTILLED WHIPPED FREEZE	
CORRESPONDENCE DATA			
Fax Number:	2028427899		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	202-842-7800		
Email:	trademarks@cooley.com, cfountain@cooley.com		
Correspondent Name:	Cheryl Fountain		
Address Line 1:	1299 Pennsylvania Ave, NW, Ste 700		
Address Line 2:	Cooley LLP		

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Address Line 4:	Washington, D.C. 20004
ATTORNEY DOCKET NUMBER:	304566-25404
NAME OF SUBMITTER:	Cheryl Fountain/SR TM Paralegal
SIGNATURE:	/cheryllfountain/
DATE SIGNED:	07/13/2017
Total Attachments: 3 source=Confirmatory TM Assignment The Absolut Company AB to Sazerac Investments, LLC#page1.tif source=Confirmatory TM Assignment The Absolut Company AB to Sazerac Investments, LLC#page2.tif source=Confirmatory TM Assignment The Absolut Company AB to Sazerac Investments, LLC#page3.tif	

CONFIRMATORY TRADEMARK ASSIGNMENT AGREEMENT

This Confirmatory Trademark Assignment Agreement ("Agreement") is entered into as of the last date of signature below by and between **THE ABSOLUT COMPANY AB**, a company incorporated in Sweden under no.556015-0178 having its registered office at S-117 97 Stockholm (street address Marieviksgatan 19B, S-117 43 Stockholm, Sweden) (the "Assignor"), and **SAZERAC INVESTMENTS, LLC**, a Delaware limited liability company having its principal place of business at 10400 Linn Station Rd., Suite 300, Louisville, Kentucky 40223 (the "Assignee") (collectively referred to herein as the "Parties").

WHEREAS, Assignor, for good and valuable consideration, the receipt and sufficiency of which has been acknowledged, previously assigned to Assignee all right, title and interest in and to the trademarks and corresponding filings identified on Exhibit A (the "Trademarks"), together with that portion of the Assignor's business to which the Trademarks pertained and all goodwill associated with and symbolized by the Trademarks, by means of a Purchase Agreement dated September 30, 2016, by and between Assignor and Assignee.

NOW, THEREFORE, the Parties wish to confirm, reaffirm and record the assignment of the Trademarks.

IN WITNESS WHEREOF, the Parties hereto have executed this Agreement on the dates specified below.

THE ABSOLUT COMPANY AB

By: *A. Saide*
Name: *Annie BEAUDOUIN*
Title: *Attorney in fact*
Date: *10 July 2017*

SAZERAC INVESTMENTS, LLC

By: *Paul Payne*
Name: *Paul PAYE*
Title: *Treasurer*
Date: *July 12, 2017*

EXHIBIT A

Trademark	Country	Status	Application No.	Registration No.	Filing Date	Registration Date
FRIS	Australia	Registered	1053609	1053609	10/6/2010	10/6/2010
FRIS	Belarus	Registered	1053609	1053609	10/6/2010	10/6/2010
FRIS	Brazil	Application Filed	903008785		10/1/2010	
FRIS	Canada	Registered	0862220	TMA563587	11/24/1997	6/18/2002
FRIS THE MOMENT	Canada	Abandoned	1586647		7/18/2012	
FRIS	China	Registered	1053609	1053609	10/6/2010	10/6/2010
FRIS	Denmark	Registered	073051988	037231990	10/20/1988	6/15/1990
IMPORTED FRIS VODKA SKANDIA	Denmark	Registered	050211989	053201990	7/10/1989	8/3/1990
IMPORTED FRIS VODKA SKANDIA	Denmark	Registered	050221989	053211990	7/10/1989	8/3/1990
FRIS	European Union Intellectual Property Office	Registered	000929786	000929786	9/14/1998	2/16/2000
FRIS THE MOMENT	European Union Intellectual Property Office	Registered	012355509	012355509	11/29/2013	4/24/2014
FRIS (2013 3D Bottle)	European Union	Registered	011832284	011832284	5/21/2013	11/21/2013
FRIS	India	Registered	2032243	2032243	10/4/2010	10/4/2010
FRIS	Indonesia	Registered	D002011011408	IDM000384191	3/24/2011	3/24/2011
FRIS	Iraq	Application Filed	80415		11/30/2011	
FRIS	Israel	Registered	1053609	1053609	10/6/2010	10/6/2010
FRIS	Japan	Registered	1053609	1053609	10/6/2010	10/6/2010
FRIS	Madrid Protocol	Registered	1053609	1053609	10/6/2010	10/6/2010
FRIS	New Zealand	Registered	838729	838729	3/17/2011	3/17/2011
FRIS	Norway	Registered	1053609	1053609	10/6/2010	10/6/2010
FRIS	Republic of Korea	Refused	NA	1853609	10/6/2010	
FRIS	Russian Federation	Registered	94016554	134908	5/17/1994	11/24/1995
FRIS	Singapore	Registered	1053609	1053609	10/6/2010	10/6/2010
FRIS	South Africa	Registered	2010/22750	2010/22750	10/5/2010	9/7/2012
FRIS	Switzerland	Registered	1053609	1053609	10/6/2010	10/6/2010
FRIS	Turkey	Registered	1053609	1053609	10/6/2010	10/6/2010
FRIS	Ukraine	Registered	1053609	1053609	10/6/2010	10/6/2010
FRIS	United Kingdom	Registered	1362643	1362643	11/3/1988	11/22/1991
IMPORTED FRIS VODKA SKANDIA	United Kingdom	Let Lapse	1408593	1408593	12/19/1989	10/25/1991
FREEZE DISTILLED	United States of America	Registered	76/082,893	2551993	7/5/2000	3/26/2002
FRIS	United States of America	Registered	73/763,977	1,637,061	11/16/1988	3/5/1991
FRIS	United States of America	Registered	78/451,932	2,995,051	7/16/2004	9/13/2005
FRIS (2011 label)	United States of America	Registered	85/466,393	4,339,491	11/7/2011	5/21/2013

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EXHIBIT A

<i>Trademark</i>	<i>Country</i>	<i>Status</i>	<i>Application No.</i>	<i>Registration No.</i>	<i>Filing Date</i>	<i>Registration Date</i>
FRIS (3D bottle)	United States of America	Registered	85/913,877	4,848,120	4/24/2013	11/3/2015
FRIS (bottle)	United States of America	Registered	76/434,566	2,749,881	7/25/2002	8/12/2003
FRIS CITRUS FREEZE (new label)	United States of America	Registered	85/674,895	4,415,794	7/12/2012	10/6/2013
FRIS ORANGE FREEZE (new label)	United States of America	Registered	85/674,923	4,401,412	7/12/2012	9/10/2013
FRIS THE MOMENT (tagline)	United States of America	Registered	85/508,433	4,706,073	1/4/2012	3/24/2015
FRIS THE MOMENT (tagline)	United States of America	Registered	86/122,679	4,665,852	11/19/2013	1/6/2015
FRIS WHIPPED FREEZE (label)	United States of America	Registered	85/466,358	4,459,574	11/7/2011	12/31/2013
FRIS	Vietnam	Registered	1053609	1053609	10/6/2010	10/6/2010