

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM495035

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Confirmatory Assignment		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Winnington AB		03/12/2018	Private Limited Company: SWEDEN
RECEIVING PARTY DATA			
Name:	British American Tobacco (Brands) Limited		
Street Address:	Globe House		
Internal Address:	4 Temple Place		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	WC2R 2PG		
Entity Type:	Private Company: UNITED KINGDOM		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	87493255	EPOK	
Serial Number:	87788408	KICKUP	
Serial Number:	87751119	KICKUP	
CORRESPONDENCE DATA			
Fax Number:	2026375619		
<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:	2026375600		
Email:	DCPTOTrademarkMail@hoganlovells.com		
Correspondent Name:	Julia Anne Matheson		
Address Line 1:	Hogan Lovells US LLP		
Address Line 2:	555 13th Street NW		
Address Line 4:	Washington, D.C. 20004		
ATTORNEY DOCKET NUMBER:	1H2223.000919		
NAME OF SUBMITTER:	Julia Anne Matheson		
SIGNATURE:	/Julia Anne Matheson/		
DATE SIGNED:	10/23/2018		
Total Attachments: 2			

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12/3/2018

CONFIRMATORY ASSIGNMENT

This Confirmatory Assignment is entered into on 12 March 2018 between Winnington AB, a Private Limited Company legally organized in Sweden with offices at Stationsvägen 11, SE-523 74 Hokerum, Sweden ("Assignor"), and British American Tobacco (Brands) Limited, a private company legally organized in the United Kingdom with offices at Globe House, 4 Temple Place, London WC2R 2PG, United Kingdom ("Assignee").

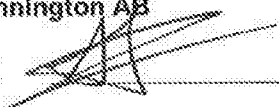
WHEREAS, Assignor and Assignee are parties to assignment agreement (the "Earlier Agreement") dated as of 12 March 2018 ("Effective Date"), pursuant to which Assignor assigned to Assignee certain tangible and intangible assets;

WHEREAS, Assignor and Assignee wish to confirm the assignment of certain intellectual property under the Earlier Agreement, including but not limited to the trademarks indicated in the attached Schedule A therefor (the "Trademarks"), as of the Effective Date; and

WHEREAS, Assignor and Assignee have entered into this Confirmatory Assignment to confirm and ratify said earlier assignment, and transfer to Assignee of all right, title, and interest in and to the Trademark and the goodwill symbolized thereby.



NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby confirms its earlier assignment and transfer to Assignee, its successors and assigns, nunc pro tunc as of the Effective Date, all of Assignor's right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the right to sue and collect damages and/or profits for past infringements of the Trademarks, the same to be held and enjoyed by Assignee, its successors, assigns and other legal representatives.

IN WITNESS WHEREOF, the parties have caused this instrument to be signed by duly authorized corporate officers and as of the Effective Date.

Winnington AB
By: 
Name: ALEXANDER JURAS
Title: Authorised Attorney
Date: 20/09/2018

British American Tobacco (Brands) Limited
By: 
Name: ROMINA PAULETTE SARTI TIRADO
Title: Authorised Attorney
Date: 24/9/2018

SCHEDULE A

Country	Mark Image	Mark Name	Application Number	Registration Number
United States of America		KICKUP	79049344	3858173
United States of America		EPOK	87493255	
United States of America		KICKUP	87788408	
United States of America		K & Up Arrow Device [KICKUP] (2017)	79070430	3864353
United States of America		KICKUP with Up Arrow Device (2017)	87751119	