

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM690289

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Peterson Pipe Tobacco Designated Activity Company		12/11/2019	Corporation: IRELAND
RECEIVING PARTY DATA			
Name:	SCandinavian Tobacco Group Assens A/S		
Street Address:	tobaksvej 1,		
City:	Assens		
State/Country:	DENMARK		
Postal Code:	5610		
Entity Type:	Corporation: DENMARK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2102364	PETERSON	
CORRESPONDENCE DATA			
Fax Number:	2023187707		
<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:	2024861578		
Email:	jsatterthwaite@potomaclaw.com		
Correspondent Name:	Janet Satterthwaite		
Address Line 1:	3532 Albemarle St NW		
Address Line 4:	Washington, D.C. 20008		
NAME OF SUBMITTER:	Janet Satterthwaite		
SIGNATURE:	/Janet Satterthwaite/		
DATE SIGNED:	11/24/2021		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

This Trademark Assignment ("Assignment") is made and entered into as of 11 December 2019 by and between Peterson Pipe Tobacco Designated Activity Company, an Irish company with a mailing address of c/o MFD Secretaries Limited, 32 Molesworth Street, Dublin 2 ("Assignor") and SCANDINAVIAN TOBACCO GROUP ASSENS A/S, a Danish company with a mailing address of Tobaksvej 1, 5610 Assens ("Assignee").

WHEREAS, Assignor is the owner of the following trademarks including any logos and designs related thereto (the "Trademarks"):

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
SHERLOCK HOLMES		

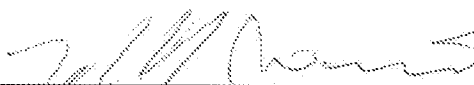
PETERSON

WHEREAS, Assignee is desirous of acquiring the entire right, title and interest in and to the Trademarks but only with respect to "pipe tobacco" (the "Partially Assigned Trademarks"), those portions of any applications and registrations related thereto, and in and to any renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith.

THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor has sold, assigned, transferred and hereby sells, assigns and transfers unto Assignee, its successors or assigns, the entire right, title and interest in the Partially Assigned Trademarks, including without limitation any common law rights related to such Partially Assigned Trademarks in the United States, those portions of any applications and registrations related thereto, and in and to any renewals and extensions that may be granted thereon, together with the goodwill of the business connected therewith and any right to recover for past infringement thereof and other past injury thereto.

EXECUTED THIS 11th day of December, 2019.

Peterson Pipe Tobacco Designated Activity Company

By: 

Printed Name: Jakob Berning Mette Valentin

Title: Director Director