

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
ALFRED & CHRISTIAN PETERSEN S.A.		04/30/2007	COMPANY: SWITZERLAND
RECEIVING PARTY DATA			
Name:	ORLIK TOBACCO COMPANY A/S		
Street Address:	Tobaksvej 1		
City:	Assens		
State/Country:	DENMARK		
Postal Code:	5610		
Entity Type:	COMPANY: DENMARK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3070293	ESCUDO	
CORRESPONDENCE DATA			
Fax Number:	(202)344-8300		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202 344-4974		
Email:	trademarkdocket@venable.com		
Correspondent Name:	Janet F. Satterthwaite, Esq.		
Address Line 1:	575 7th Street NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		
ATTORNEY DOCKET NUMBER:	39240/246131 ASSIGN FEE		
DOMESTIC REPRESENTATIVE			
Name:	Janet F. Satterthwaite, Venable LLP		
Address Line 1:	575 7th Street NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20004		

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NAME OF SUBMITTER:	Janet F. Satterthwaite
Signature:	/Janet F. Satterthwaite/
Date:	09/07/2007
Total Attachments: 2 source=Alfred Assignment#page1.tif source=Alfred Assignment#page2.tif	

UNITED STATES OF AMERICA

THIS ASSIGNMENT is made the 30th day of April Two Thousand and Seven

BETWEEN:-

- (1) **ALFRED & CHRISTIAN PETERSEN S.A.**, a company organised and existing under the laws of Switzerland, whose registered office is at Zählerweg 4, Zug CH-6300, Switzerland (hereinafter called "the Assignor") of the one part, and
- (2) **ORLIK TOBACCO COMPANY A/S**, a company organised and existing under the laws of Denmark, whose registered office is at Tobaksvej 1, 5610 Assens, Denmark (hereinafter called "the Assignee") of the other part.

WHEREAS:


- (A) The Assignor is the registered proprietor in the **UNITED STATES OF AMERICA** of the Trade Mark, short particulars of which are set out in the Schedule attached hereto (hereinafter called "the Trade Mark Registration"), and
- (B) The Assignor has agreed with the Assignee for the sale and transfer to the Assignee of the Trade Mark Registration for the consideration hereinafter mentioned.

NOW THIS ASSIGNMENT WITNESSES as follows:

In consideration of the sum of €100 (One Hundred Euros) paid by the Assignee to the Assignor (the receipt whereof is hereby acknowledged) the Assignor **HEREBY ASSIGNS** unto the Assignee all its right, title and interest in and to the Trade Mark Registration **TOGETHER WITH** the goodwill of the business attaching thereto **TO HOLD** the same unto and to the use of the Assignee its successors and assigns absolutely.

IN WITNESS WHEREOF the Assignor and the Assignee have duly executed this Assignment the day and year first above written.

SIGNED for and on behalf of
ALFRED & CHRISTIAN PETERSEN S.A.
by:



Name: Stuart Paul Aitchison
Title: Authorised Attorney

SIGNED for and on behalf of
ORLIK TOBACCO COMPANY A/S
by:

Name: Tom Friis-Mikkelsen Mette Valentin
Title: Company Lawyer Company Lawyer

SCHEDULE

Mark

Registration No.

ESCUDO (Label)

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