

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
Snapware Corporation		12/06/2010	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Hammarplast Consumer AB		
Street Address:	P.O. Box 6		
City:	SE-362 21 Tingsryd		
State/Country:	SWEDEN		
Entity Type:	JOINT STOCK COMPANY: SWEDEN		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3335723	SMART STORE	
CORRESPONDENCE DATA			
Fax Number:	(212)813-5901		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-813-5900		
Email:	jweiss@fzlz.com		
Correspondent Name:	David Ehrlich		
Address Line 1:	866 United Nations Plaza		
Address Line 2:	Fross Zelnick Lehrman & Zissu, P.C.		
Address Line 4:	New York, NEW YORK 10017		
ATTORNEY DOCKET NUMBER:	HAMM 1100369		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			
Address Line 2:			
Address Line 3:			

CH \$40.00 3335723

900181055

**TRADEMARK
 REEL: 004451 FRAME: 0105**

Address Line 4:

NAME OF SUBMITTER:

David Ehrlich

Signature:

/joanna weiss/

Date:

01/11/2011

Total Attachments: 3

source=Assignment deed for SMART STORE (F0734449)#page1.tif

source=Assignment deed for SMART STORE (F0734449)#page2.tif

source=Assignment deed for SMART STORE (F0734449)#page3.tif

TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement (the "Agreement") is made and entered into by and between Snapware Corporation, a company duly incorporated and organized under the laws of California, USA, having its principal office at 3900 Hamner Avenue, Mira Loma, CA 91762, USA (the "Seller"), and Hammarplast Consumer AB, Company No. 556051-7180, a company duly incorporated and organized under the laws of Sweden, having its principal office at P.O. Box 6, SE-362 21 Tingeryd, Sweden, e-mail: info@hammarplast.se, telefax: + 46 477 109 05, (the "Purchaser").

WHEREAS

- (A) The Seller is the proprietor of the trademarks and trademark applications listed in Schedule A including all common law rights thereto (the "Trademarks"), and the goodwill of the business symbolized thereby (together with the Trademarks, the "Assigned Property"); and
- (B) The parties entered into a Licensing Agreement on February 26, 2008. In connection with an amendment to the Licensing Agreement dated November 2010, the Seller has agreed to assign its entire right, title and interest in and to the Assigned Property to Purchaser and Purchaser agrees to acquire Seller's entire right, title and interest in and to the Assigned Property.

NOW, THEREFORE, IN CONSIDERATION OF THE COVENANTS, PROMISES AND REPRESENTATIONS SET FORTH IN THIS AGREEMENT, AND FOR OTHER GOOD AND VALUABLE CONSIDERATION, THE RECEIPT OF WHICH ARE HEREBY ACKNOWLEDGED, THE PARTIES AGREE AS FOLLOWS:

- 1.1 The Seller does hereby unconditionally and irrevocably transfer, convey and assign to the Purchaser, its successors and assigns, all of the Seller's right, title and interest in and to (i) the Trademarks, together with the goodwill of the business associated with the Trademarks, (ii) all income, royalties, damages, and payments now or hereafter due or receivable in respect of the Assigned Property, and all causes of action (either in law or equity) and the right to sue, counterclaim, and recover for past, present, and future infringements, misappropriations, or dilutions of the rights assigned to the Purchaser hereunder, and to bring any proceeding in the United States Patent and Trademark Office or equivalent agency in any other country for cancellation or opposition or any other proceeding in connection with the Trademarks, and (iii) any and all renewals and extensions thereof that may hereafter be secured under applicable law.
- 1.2 And for the above-named consideration, the Seller does hereby agree to, at the request of the Purchaser, execute any and all papers and documents and do all other and further lawful acts that the Purchaser may deem reasonably necessary or desirable to perfect and vest in the Purchaser the entire right, title and interest in the intellectual property being assigned.
- 1.3 The Purchaser accepts the assignment and shall pay all fees charged by the registration authorities in connection with the registration of the assignment of the Trademarks.

[Signature Page Follows]

IN WITNESS WHEREOF the parties hereto have executed this Agreement in duplicate, each party taking one copy, on the dates written below.

MiraLoma CA Dec 6th, 2010
Place, date

Tingsryd Dec. 6th, 2010
Place, date

For and on behalf of

For and on behalf of

SNAPWARE CORPORATION

HAMMARPLAST CONSUMER, AB


Signature


Signature

Name: Craig Allen

Name: Ola Hermansson

Title: Chief Executive Officer

Title: Chief Executive Officer

SCHEDULE A
TRADEMARKS

Country	Mark	Appl. No.	Reg. No.
USA	SMART STORE	78880872	3335723
CANADA	SMART STORE	1286028	TMA714938

2010-12-06 09:00:00 - 10/11/2011 - 1430715v2 - 100011-0000
assignment.doc
DOCSOC/1430715v2/100011-0000