

PATENT ASSIGNMENT COVER SHEET

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| NATURE OF CONVEYANCE: | ASSIGNMENT | |
| CONVEYING PARTY DATA | | |
| | Name | Execution Date |
| | PHILIP BEARDSALL | 02/14/2018 |
| RECEIVING PARTY DATA | | |
| Name: | SWEDISH MATCH NORTH EUROPE AB | |
| Street Address: | SWEDISH MATCH NORTH EUROPE AB | |
| City: | STOCKHOLM | |
| State/Country: | SWEDEN | |
| Postal Code: | SE-118 85 | |
| PROPERTY NUMBERS Total: 1 | | |
| | Property Type | Number |
| | Application Number: | 29636452 |
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| ATTORNEY DOCKET NUMBER: | 37441.0024U1 | |
| NAME OF SUBMITTER: | E. JONAS JARVHOLM, J.D., PH. D | |
| SIGNATURE: | /E. Jonas Jarvholm, Reg. No. 69,289/ | |
| DATE SIGNED: | 03/21/2018 | |
| Total Attachments: 2 | | |
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**ASSIGNMENT
(WORLD WIDE RIGHTS)**

WHEREAS, I, PHILIP BEARDSALL of Skytteparksvägen 80, SE 286 37 Örkelljunga, Sweden (hereinafter "INVENTOR") has invented new and useful improvements in "**A SNUFF CONTAINER**" for which a United States Design Patent Application was filed on February 8, 2018, and assigned Application No. 29/636,452 and EU Design Application was filed on February 8 2018, and assigned Application Nos. 004701456-0001, 004701456-0002 and 004701456-0003; and

WHEREAS, SWEDISH MATCH NORTH EUROPE AB, a corporation of Sweden, whose principal address is SE-118 85 Stockholm Sweden, is desirous of acquiring the entire interest in the same;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, I, INVENTOR, hereby does sell, assign and transfer unto said **SWEDISH MATCH NORTH EUROPE AB**, my entire right, title and interest in and to said invention and applications throughout the world, including, without limitation, any U.S. or foreign Letters Patents which may issue thereon, and any subsequent application claiming priority to the above-identified applications, including any reissue, reexamination, divisional, continuation-in-part, extension or continuation thereof and all rights of priority under the Paris Convention arising from said applications; the same for **SWEDISH MATCH NORTH EUROPE AB's** legal representatives and assigns, as fully and entirely as the same would have been held by me had this assignment and sale not been made;

AND, I hereby bind myself, my heirs, legal representatives, administrators and assigns properly to execute without further consideration any and all applications, petitions, oaths and

force and effect, the sale, assignment, transfer and conveyance hereby made or intended to be made and generally do everything possible to aid **SWEDISH MATCH NORTH EUROPE AB**, its legal representatives and assigns, to obtain and enforce proper protection for said invention in all countries throughout the world.

IN WITNESS WHEREOF, I have executed this Assignment this Wed day of February 14, 2018.


PHILIP BEARDSALL (L.S.)

WITNESSETH:

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