

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

|                              |  |
|------------------------------|--|
| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT                               |
| <b>NATURE OF CONVEYANCE:</b> | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |

**CONVEYING PARTY DATA**

| Name              | Formerly | Execution Date | Entity Type          |
|-------------------|----------|----------------|----------------------|
| Arcus Denmark A/S |          | 06/21/2013     | JOINT STOCK COMPANY: |

**RECEIVING PARTY DATA**

|                          |                             |
|--------------------------|-----------------------------|
| <b>Name:</b>             | ARCUS AS                    |
| <b>Street Address:</b>   | Destilleriveien 11          |
| <b>Internal Address:</b> | PO Box 64, 1483 Hagan       |
| <b>City:</b>             | 1481 Hagan                  |
| <b>State/Country:</b>    | NORWAY                      |
| <b>Entity Type:</b>      | JOINT STOCK COMPANY: NORWAY |

**PROPERTY NUMBERS Total: 8**

| Property Type        | Number  | Word Mark                 |
|----------------------|---------|---------------------------|
| Registration Number: | 0157846 |                           |
| Registration Number: | 0335315 | AALBORG AKVAVIT           |
| Registration Number: | 0351219 | AALBORG.                  |
| Registration Number: | 1407893 | GAMMEL DANSK              |
| Registration Number: | 1387720 | II SKILLING DANSK 1711 CW |
| Registration Number: | 1389549 |                           |
| Registration Number: | 2315447 | JUBILAEUMS                |
| Registration Number: | 3076330 |                           |

**CORRESPONDENCE DATA**

Fax Number: 2027568087  
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CH \$215.00 0157846

Correspondent Name: Richard Y. Kim  
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Address Line 2: McDermott Will & Emery LLP  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20001

ATTORNEY DOCKET NUMBER: 092834-0010

**DOMESTIC REPRESENTATIVE**

Name: Richard Y. Kim  
Address Line 1: 500 North Capitol Street, NW  
Address Line 2: McDermott Will & Emery LLP  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20001

NAME OF SUBMITTER: Richard Y. Kim

Signature: /Richard Y. Kim/

Date: 06/26/2013

Total Attachments: 2  
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## Assignment agreement

By this agreement Arcus Denmark AS, C.A. Olesens Gade 1, 9000 Aalborg, Denmark, transfers all trademark and design registrations and applications listed in Appendix 1 to Arcus AS, Destilleriveien 11, 1481 Hagan (PO Box 64, 1483 Hagan), Norway.

The assignment includes listed registrations and applications registered with following companies as owner:

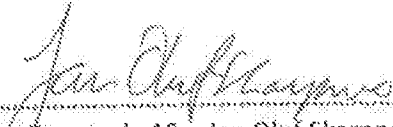
- Pernod Ricard Denmark AS
- V&S Danmark AS
- De Danske Spritfabrikker AS

whereas these companies through name changes as shown in Appendix 2 currently are Arcus Denmark AS.

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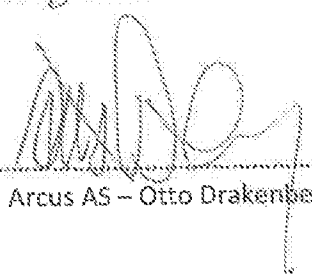
21/6-13

Place, date





  
Arcus Denmark AS - Jan Oluf Skarpnes

20/6-13

Place, date

  
Arcus AS - Otto Drakenberg

Period Ricard Denmark A/S - List of trademark applications and registrations

| Trademark  | Logo  | Country                  | Filing type     | Classes | Filing date | Filing number | Registration date | Registration number | Last Renewal number | Next Renewal | Current status | Registered owner          | Brand family         | Trademark® ref. |
|--|---|--------------------------|-----------------|---------|-------------|---------------|-------------------|---------------------|---------------------|--------------|----------------|---------------------------|----------------------|-----------------|
| ALABORG (word)   |   | United States Of America | National filing | 33      | 29-Jun-1997 | 747394864     | 13-Dec-1997       | 381219              | 351315              | 19-Oct-2017  | Renewed        | Period Ricard Denmark A/S | Alaborg              | 1198809118301   |
| ALABORG AARVURT (word)                                       |   | United States Of America | National filing | 33      | 24-Aug-1995 | 73366644      | 2-Jun-1996        | 335315              | 335315              | 2-Jun-2016   | Renewed        | Period Ricard Denmark A/S | Alaborg              | 119880905200    |
| Device mark (please cross design - check and write)          |  | United States Of America | National filing | 33      | 14-Mar-2005 | 78586590      | 6-Apr-2006        | 3078330             |                     | 4-Apr-2016   | Registered     | Period Ricard Denmark A/S | Alaborg/ Haldenvej 2 | 1198807718301   |
| Device mark (please cross design - on top - check and write) |  | United States Of America | National filing | 33      | 8-Nov-1971  | 71185433      | 22-Jul-1972       | 487946              | 487946              | 22-Aug-2012  | Renewed        | Period Ricard Denmark A/S | Alaborg/ Haldenvej 2 | 119880665200    |
| GAMMEL DANSK (word)  |   | United States Of America | National filing | 33      | 23-Jun-1984 | 7291379       | 2-Sep-1986        | 1407893             | 1407893             | 2-Sep-2015   | Renewed        | Period Ricard Denmark A/S | Gammelt Dansk        | 119880760300    |
| GAMMEL DANSK BITTER DRINK (Syrup, beer and Seltzer)          |    | United States Of America | National filing | 33      | 23-Jun-1984 | 73481058      | 25-Mar-1986       | 1387720             | 1387720             | 25-Mar-2016  | Renewed        | Period Ricard Denmark A/S | Gammelt Dansk        | 1198809418300   |
| GAMMEL DANSK BITTER DRINK (Syrup, beer and Seltzer)          |    | United States Of America | National filing | 33      | 13-Aug-1984 | 73484561      | 6-Apr-1986        | 1389549             | 1389549             | 8-Apr-2016   | Renewed        | Period Ricard Denmark A/S | Gammelt Dansk        | 1198802205200   |
| HERBARIUMS (word)  |   | United States Of America | National filing | 33      | 2-Mar-1988  | 78443621      | 6-Feb-2000        | 2343447             | 2343447             | 8-Feb-2020   | Renewed        | Period Ricard Denmark A/S | Alaborg              | 119880718300    |