

09-08-1998

U.S. Department of Commerce
Patent and Trademark Office



8/31/98

100823084

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof. 1

1. Name of conveying party(ies):
 BRITISH AMERICAN TOBACCO
 (INVESTMENTS) LIMITED

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State - England and Wales
 Other _____

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and Address of receiving party(ies)

Name: BRITISH AMERICAN TOBACCO
 (BRANDS) LIMITED

Address: Globe House, 4 Temple Place
 London WC2R 2PG, England

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation- of England and Wales _____
 Other _____

Execution Date: April 24, 1998

If assignee is not domiciled in the United States, a domestic
 representative designation is attached: Yes No
 (Designations must be a separate document from assignment)
 Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 1,472,579, 1,272,089,
1,763,174, 1,066,467 and 1,200,843

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Mary L. Kevlin
 Cowan, Liebowitz & Latman, P.C.
 1133 Avenue of the Americas
 New York, NY 10036-6799

6. Total number of applications and registrations involved:

5

7. Total fee (37 CFR 3.41)..... \$ 140

Enclosed

Any deficiency is authorized to be charged to
Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415

(Attach duplicate copy of this page if paying by deposit account)

09/02/1998 JSH/DAZZ 00000127 1472579

01 FC:481
02 FC:482

40.00 OP
100.00 OP

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Mary L. Kevlin
 Name of Person Signing

Mary L. Kevlin
 Signature

8/28/98
 Date

Total number of pages including cover sheet, attachments, and document: 4

Mail to: U.S. Patent & Trademark Office, Office of Public Records, Crystal Gateway 4, Rm.335, Washington, D.C. 20231

NMP/NMP/19826/00/322266.1

TRADEMARK
REEL: 1778 FRAME: 0588

APPOINTMENT OF DOMESTIC REPRESENTATIVE

Mary L. Kevlin, Arthur J. Greenbaum, David Goldberg, William M. Borchard, Baila H. Celedonia, Lynn S. Fruchter and all other attorneys of Cowan, Liebowitz & Latman, P.C., 1133 Avenue of the Americas, New York, New York 10036-6799 are hereby appointed applicant's domestic representative upon whom notices or process in proceedings affecting this mark may be served.

BRITISH AMERICAN TOBACCO (BRANDS) LIMITED

By:



Name: Michael Lee Hendershot

Title: Director

Dated: August 25, 1998

ASSIGNMENT OF TRADEMARKS IN THE UNITED STATES OF AMERICA

WHEREAS BRITISH AMERICAN TOBACCO (INVESTMENTS) LIMITED, (formerly British-American Tobacco Company Limited), (“the Assignor”), a company organised and existing under the laws of England and Wales, of Millbank, Knowle Green, Staines, Middlesex, TW18 1DY, England is the owner of the United States trademark registrations referred to in the Schedule below on the Principal Register of the United States Patent and Trademark Office.

WHEREAS BRITISH AMERICAN TOBACCO (BRANDS) LIMITED, (“the Assignee”), a company organised and existing under the laws of England and Wales, of Globe House, 4 Temple Place, London WC2R 2PG, England is desirous of acquiring the trademark registrations in the Schedule below.

Now therefore, for good and valuable consideration paid by the Assignee, the receipt and sufficiency whereof is hereby acknowledged by the Assignor, the Assignor does hereby assign, convey, transfer, set over, confirm and deliver to the Assignee, its successors and assigns, all of the Assignor’s right, title and interest in and to the trademarks and the US registrations therefor listed in the Schedule below, together with the goodwill attaching thereto, the same to be held and enjoyed by the Assignee for its own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

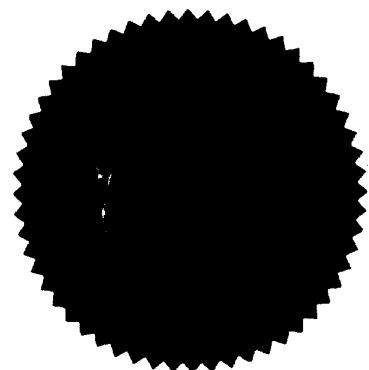
The effective date of this assignment shall be April 24, 1998.

IN WITNESS whereof the Assignor has hereby affixed its Common Seal this 22nd day of July 1998.

SCHEDULE

<u>Trademark</u>	<u>Registration Number</u>	<u>Class</u>
B.A.T. (device – logo)	1,472,579	34
SILK CUT (label)	1,272,089	34
SILK CUT (label)	1,763,174	34
SILK CUT (word)	1,066,467	34
TERSA (word)	1,200,843	34

The Common Seal of)
BRITISH AMERICAN TOBACCO)
(INVESTMENTS) LIMITED)
was hereunto affixed)
in the presence of:)



Director

Secretary