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FORM PTO-1594
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RECORDATION FOR
TRADEMAI



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MENT OF COMMERCE
Patent and Trademark Office

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.
Box Assignment, Washington, DC 20231

<p>1. Name of conveying party(ies): General Cigar Co. Inc.</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> General Partnership <input checked="" type="checkbox"/> Corporation-State Delaware <input type="checkbox"/> Other _____</p> <p><input type="checkbox"/> Association <input type="checkbox"/> Limited Partnership</p> <p>Additional name(s) of conveying party(ies) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	<p>2. Name and address of receiving party(ies):</p> <p>Name: <u>GCCM Co., Inc.</u></p> <p>Internal Address: _____</p> <p>Street Address: <u>387 Park Avenue</u></p> <p>City <u>New York</u> State <u>NY</u> ZIP <u>10016</u></p> <p><input type="checkbox"/> Individual(s) citizenship _____ <input type="checkbox"/> Association _____ <input type="checkbox"/> General Partnership _____ <input type="checkbox"/> Limited Partnership _____ <input checked="" type="checkbox"/> Corporation-State <u>Delaware</u> <input type="checkbox"/> Other _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No (Designation must be a separate document from Assignment) Additional name(s) & address(es) attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>
<p>3. Nature of conveyance:</p> <p><input checked="" type="checkbox"/> Assignment <input type="checkbox"/> Security Agreement <input type="checkbox"/> Other _____</p> <p><input type="checkbox"/> Merger <input type="checkbox"/> Change of Name</p> <p>Execution Date: <u>February 8, 1999</u></p>	
<p>4. Application number(s) or registration number(s):</p> <p>A. Trademark Application No.(s) <u>75/238946, 75/376,968</u></p> <p>B. Trademark registration No.(s) _____</p> <p>Additional numbers attached? <input type="checkbox"/> Yes <input checked="" type="checkbox"/> No</p>	
<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>PENNIE & EDMONDS LLP 1155 Avenue of the Americas New York, NY 10036</p> <p>Attn.: <u>Joseph Diamante, Esq.</u></p> <p>File No.: <u>3057-110-999</u></p>	<p>6. Total number of applications and registrations involved: <u>2</u></p> <p>7. Total fee (37 CFR 3.41):.....\$ <u>65.00</u></p> <p>Please charge to the deposit account listed in Section 8.</p> <p>8. Deposit account number: <u>16-1150</u></p>

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.

Joseph Diamante _____ May 21, 1999
Name of Person Signing Reg. No. Signature Date

Total number of pages comprising cover sheet: 3

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents & Trademarks, Box Assignment
Washington, D.C. 20231

05/27/1999 MTHAI1 00000220 161150 75238946

01 FC:481
02 FC:482 (40.00 CH
25.00 CH)

ASSIGNMENT OF U.S. TRADEMARK APPLICATIONS

WHEREAS, General Cigar Co., Inc., a Delaware corporation, of 55 Griffin Road South, Bloomfield, Connecticut 06002, has intended to use the trademarks PALMER HOUSE and RED ROCK SWEETS in commerce, and has filed applications now assigned serial numbers 75-238946 and 75-376968, respectively, indicating that intention but has not yet filed allegations of use under Section 1(c) or 1(d) of the Trademark Act; and

WHEREAS, General Cigar Co., Inc., is assigning the marks in the above identified applications as part of the entire business or portion thereof to which the marks pertain as required by §15 U.S.C. 1060; and

WHEREAS, GCOMM Co., Inc. a Delaware corporation, of 387 Park Avenue South, New York, New York 10016-8899, is desirous of acquiring said pending trademarks and applications;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, said General Cigar Co., Inc. does hereby assign to the said GCOMM Co., Inc. all right, title, and interest in and to said marks and applications and the goodwill of the business symbolized thereby.

GENERAL CIGAR CO., INC.

Dated: February 8, 1999

By: A. Ross Wollen
Name: A. Ross Wollen
Title: SECRETARY

State of New York
County of New York

On this 8th day of February, 1999, before me appeared A. Ross Wollen, the person who signed this instrument, who acknowledged that he signed it as a free act on behalf of the identified corporation with authority to do so.

Alecia C. Hansen
(Signature of Notary Public)

ALECIA C. HANSEN
NOTARY PUBLIC, State of New York
No. 24-4671815 Qual. in Kings County
Commission Expires April 30, 2000

SCHEDULE A
GENERAL CIGAR CO., INC.
(U.S. Pending Trademarks)

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LIENT 0246 MATTER 4218 CTRY CODE USA COUNTRY UNITED STATES
 ARK: PALMER HOUSE
 WNER: GENERAL CIGAR CO., INC.\$
 TATUS: Allowed APPLN. NO: 75/238946 FILING DATE: 02/10/97
 EGN. NO: REG. DATE:
 LASS: 34

LIENT 0246 MATTER 4302 CTRY CODE USA COUNTRY UNITED STATES
 ARK: RED ROCK SWEETS
 WNER: GENERAL CIGAR CO., INC.\$
 TATUS: Allowed APPLN. NO: 75/376968 FILING DATE: 10/21/97
 EGN. NO: REG. DATE:
 LASS: 34

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