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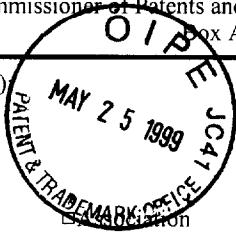
U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

5.25.99

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SHEET
1LY

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



1. Name of conveying party(ies)
General Cigar Co., Inc.

Individual(s)
 General Partnership
 Corporation-State Delaware
 Other _____

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

2. Name and address of receiving party(ies):
Name: GCOMM Co., Inc.

Internal Address: _____

Street Address: 387 Park Avenue South

City New York State NY ZIP 10016

3. Nature of conveyance:

Assignment
 Security Agreement
 Other _____

Merger
 Change of Name

Execution Date: February 8, 1999

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State Delaware
 Other _____

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
 (Designation 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) See Schedule A attached

Additional numbers attached? Yes No

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

PENNIE & EDMONDS LLP
 1155 Avenue of the Americas
 New York, NY 10036

Attn.: Joseph Diamante, Esq.

File No.: 3057-110-999

6. Total number of applications and registrations involved: 36

7. Total fee (37 CFR 3.41):.....\$ 915.00

Please charge to the deposit account listed in Section 8.

8. Deposit account number:
16-1150

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 25, 1999
 Name of Person Signing Reg. No. Signature Date

Total number of pages comprising cover sheet: 10

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

06/01/1999 JSHABAZZ 00000068 161150 165753

01 FC:481 40.00 CH
02 FC:482 875.00 CH

TRADEMARK
REEL: 001905 FRAME: 0127

NY2 - 957818.1



SCHEDULE A

U.S. TRADEMARK REGISTRATIONS

REG. NO.	TRADEMARK	REG. DATE
165753	BOBBIE AND DESIGN	3/20/23
853060	BRAVADOS	7/23/68
854524	BRAVURA	8/13/68
118351	CHESTERFIELD CIGARS (AND DESIGN)	8/28/17
551686	CRYSTALS	12/4/51
801693	CUSTOMROLD AND NEW DESIGN	1/11/66
1158298	DESIGN ONLY-MALE PORTRAIT	6/23/81
1158297	DESIGN ONLY-MALE PORTRAIT	6/23/81
1631056	ENGLISH CORONAS	1/8/91
584375	G&V DESIGN	1/5/54
861883	GALLANTES	12/17/68
1329976	GARCIA Y VEGA	4/9/85
1339412	GARCIA Y VEGA (<i>script</i>)	6/4/85
754918	GARCIA Y VEGA & WOMAN'S HEAD DESIGN	8/20/63
1043719	GRAN CORONA	7/13/76
1011679	GRAN PREMIO	5/27/75
092886	GYV & WOMAN'S HEAD DESIGN	8/5/13
126161	LADDIES	7/29/19
854010	RANCHEROS	8/6/68
1215166	RANGER	11/2/82
833575	RILLO	8/15/67
682769	ROBT. BURNS	8/4/59
682770	ROBT. BURNS (DESIGN ONLY)	8/4/59

NY2 - 957818.1

<u>REG. NO.</u>	<u>TRADEMARK</u>	<u>REG. DATE</u>
687768	ROBT. BURNS (STYLIZED LETTERS)	8/4/59
923728	TIJUANA SMALLS	11/16/71
730298	TIPARILLO	4/24/62
884464	TIPAROMA	1/20/70
1138520	VALUE LINE	8/5/80
682771	VAN DYCK	8/4/59
683560	WHITE OWL	8/18/59
682767	WHITE OWL & DESIGN	8/4/59
150823	WHITE OWL BRAND GENERAL CIGAR CO. INC. & DESIGN	1/10/22
779753	WHITE OWL DESIGN	11/10/64
772134	WILLOWS	6/30/64
1710843	WINKS	8/25/92
682766	WM. PENN	8/4/59

NY2 - 957818.1

ASSIGNMENT OF U.S. REGISTERED TRADEMARKS

WHEREAS, General Cigar Co., Inc., a Delaware corporation, of 55 Griffin Road South, Bloomfield, Connecticut 06002, is the owner of the trademarks and registrations therefor listed on the attached Schedule A; and

WHEREAS, GCMM Co., Inc. a Delaware corporation, of 387 Park Avenue South, New York, New York 10016-8899, is desirous of acquiring said marks and registrations;

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 GCCM Co., Inc. all right, title, and interest in and to said marks and registrations together with the goodwill of the business symbolized by the marks.

GENERAL CIGAR CO., INC.

Dated: February 8, 1999

By: A. Ross Wollew
Name: A. ROSS WOLLEW
Title: SECRETARY

On this 8th day of February, 1999, before me appeared A. ROSS WOLLEW, 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. Registered Trademarks)

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CLIENT 0246 MATTER 0208 CTRY CODE USA COUNTRY UNITED STATES
 MARK: BOBBIE AND DESIGN
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 170815 FILING DATE: 10/17/22
 REGN. NO: 165753 REG. DATE: 03/20/23
 CLASS: 34

CLIENT 0246 MATTER 0242 CTRY CODE USA COUNTRY UNITED STATES
 MARK: BRAVADOS
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 270751 FILING DATE: 05/05/67
 REGN. NO: 853060 REG. DATE: 07/23/68
 CLASS: 34

CLIENT 0246 MATTER 0183 CTRY CODE USA COUNTRY UNITED STATES
 MARK: BRAVURA
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 292338 FILING DATE: 03/04/68
 REGN. NO: 854524 REG. DATE: 08/13/68
 CLASS: 34

CLIENT 0246 MATTER 0159 CTRY CODE USA COUNTRY UNITED STATES
 MARK: CHESTERFIELD CIGARS (AND DESIGN)
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 71/097487 FILING DATE: 08/21/16
 REGN. NO: 118351 REG. DATE: 08/28/17
 CLASS: 34

CLIENT 0246 MATTER 4102 CTRY CODE USA COUNTRY UNITED STATES
 MARK: CRYSTALS
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 603680 FILING DATE: 09/18/50
 REGN. NO: 551686 REG. DATE: 12/04/51
 CLASS: 34

CLIENT 0246 MATTER 0058 CTRY CODE USA COUNTRY UNITED STATES
 MARK: CUSTOMROLD AND NEW DESIGN
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 215409 FILING DATE: 03/31/65
 REGN. NO: 801693 REG. DATE: 01/11/66
 CLASS: 34

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

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CLIENT 0246 MATTER 0138 CTRY CODE USA COUNTRY UNITED STATES
 MARK: DESIGN ONLY-MALE PORTRAIT
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 210984 FILING DATE: 04/10/79
 REGN. NO: 1158298 REG. DATE: 06/23/81
 CLASS: 34

CLIENT 0246 MATTER 0137 CTRY CODE USA COUNTRY UNITED STATES
 MARK: DESIGN ONLY-MALE PORTRAIT
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 210983 FILING DATE: 04/10/79
 REGN. NO: 1158297 REG. DATE: 06/23/81
 CLASS: 34

CLIENT 0246 MATTER 4012 CTRY CODE USA COUNTRY UNITED STATES
 MARK: ENGLISH CORONAS
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 73/748197 FILING DATE: 08/23/88
 REGN. NO: 1631056 REG. DATE: 01/08/91
 CLASS: 34

CLIENT 0246 MATTER 0182 CTRY CODE USA COUNTRY UNITED STATES
 MARK: G & V DESIGN
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 71/644972 FILING DATE: 04/09/53
 REGN. NO: 584375 REG. DATE: 01/05/54
 CLASS: 34

CLIENT 0246 MATTER 0184 CTRY CODE USA COUNTRY UNITED STATES
 MARK: GALLANTES
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 270750 FILING DATE: 05/05/67
 REGN. NO: 861883 REG. DATE: 12/17/68
 CLASS: 34

CLIENT 0246 MATTER 0254 CTRY CODE USA COUNTRY UNITED STATES
 MARK: GARCIA Y VEGA
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 423741 FILING DATE: 04/29/83
 REGN. NO: 1329976 REG. DATE: 04/09/85
 CLASS: 34

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

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CLIENT 0246 MATTER 0255 CTRY CODE USA COUNTRY UNITED STATES
 MARK: GARCIA Y VEGA
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 423742 FILING DATE: 04/29/83
 REGN. NO: 1339412 REG. DATE: 06/04/85
 CLASS: 34

CLIENT 0246 MATTER 0180 CTRY CODE USA COUNTRY UNITED STATES
 MARK: GARCIA Y VEGA & WOMAN'S HEAD DESIGN
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: FILING DATE:
 REGN. NO: 754918 REG. DATE: 08/20/63
 CLASS: 34

CLIENT 0246 MATTER 0191 CTRY CODE USA COUNTRY UNITED STATES
 MARK: GRAN CORONA
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 73/054330 FILING DATE: 06/06/75
 REGN. NO: 1043719 REG. DATE: 07/13/76
 CLASS: 34

CLIENT 0246 MATTER 0190 CTRY CODE USA COUNTRY UNITED STATES
 MARK: GRAN PREMIO
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 73/027348 FILING DATE: 07/22/74
 REGN. NO: 1011679 REG. DATE: 05/27/75
 CLASS: 34

CLIENT 0246 MATTER 0178 CTRY CODE USA COUNTRY UNITED STATES
 MARK: GYV & WOMWAN'S HEAD DESIGN
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 038948 FILING DATE: 11/28/08
 REGN. NO: 092886 REG. DATE: 08/05/13
 CLASS: 34

CLIENT 0246 MATTER 0017 CTRY CODE USA COUNTRY UNITED STATES
 MARK: LADDIES
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 115978 FILING DATE: 02/19/19
 REGN. NO: 126161 REG. DATE: 07/29/19
 CLASS: 34

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

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CLIENT	0246	MATTER 0243	CTRY CODE USA	COUNTRY UNITED STATES
MARK:	RANCHEROS			
OWNER:	GENERAL CIGAR CO., INC.\$			
STATUS:	Registered	APPLN. NO: 270747	FILING DATE: 05/05/67	
REGN. NO:	854010	REG. DATE: 08/06/68		
CLASS:	34			

CLIENT	0246	MATTER 0143	CTRY CODE USA	COUNTRY UNITED STATES
MARK:	RANGER			
OWNER:	GENERAL CIGAR CO., INC.\$			
STATUS:	Registered	APPLN. NO: 304066	FILING DATE: 04/03/81	
REGN. NO:	1215166	REG. DATE: 11/02/82		
CLASS:	34			

CLIENT	0246	MATTER 0069	CTRY CODE USA	COUNTRY UNITED STATES
MARK:	RILLO			
OWNER:	GENERAL CIGAR CO., INC.\$			
STATUS:	Registered	APPLN. NO: 223657	FILING DATE: 07/19/65	
REGN. NO:	833575	REG. DATE: 08/15/67		
CLASS:	34			

CLIENT	0246	MATTER 0025	CTRY CODE USA	COUNTRY UNITED STATES
MARK:	ROBT. BURNS			
OWNER:	GENERAL CIGAR CO., INC.\$			
STATUS:	Registered	APPLN. NO: 63225	FILING DATE: 11/26/58	
REGN. NO:	682769	REG. DATE: 08/04/59		
CLASS:	34			

CLIENT	0246	MATTER 0026	CTRY CODE USA	COUNTRY UNITED STATES
MARK:	ROBT. BURNS			
OWNER:	GENERAL CIGAR CO., INC.\$			
STATUS:	Registered	APPLN. NO: 63226	FILING DATE: 11/26/58	
REGN. NO:	682770	REG. DATE: 08/04/59		
CLASS:	34			

CLIENT	0246	MATTER 0024	CTRY CODE USA	COUNTRY UNITED STATES
MARK:	ROBT. BURNS			
OWNER:	GENERAL CIGAR CO., INC.\$			
STATUS:	Registered	APPLN. NO: 63224	FILING DATE: 11/26/58	
REGN. NO:	682768	REG. DATE: 08/04/59		
CLASS:	34			

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

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CLIENT 0246 MATTER 0081 CTRY CODE USA COUNTRY UNITED STATES
 MARK: TIJUANA SMALLS
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 333919 FILING DATE: 07/30/69
 REGN. NO: 923728 REG. DATE: 11/16/71
 CLASS: 34

CLIENT 0246 MATTER 0038 CTRY CODE USA COUNTRY UNITED STATES
 MARK: TIPARILLO
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 123299 FILING DATE: 07/03/61
 REGN. NO: 730298 REG. DATE: 04/24/62
 CLASS: 34

CLIENT 0246 MATTER 0244 CTRY CODE USA COUNTRY UNITED STATES
 MARK: TIPAROMA
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 305108 FILING DATE: 08/14/68
 REGN. NO: 884464 REG. DATE: 01/20/70
 CLASS: 34

CLIENT 0246 MATTER 0133 CTRY CODE USA COUNTRY UNITED STATES
 MARK: VALUE LINE
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 183047 FILING DATE: 08/22/78
 REGN. NO: 1138520 REG. DATE: 08/05/80
 CLASS: 34

CLIENT 0246 MATTER 0022 CTRY CODE USA COUNTRY UNITED STATES
 MARK: VAN DYCK
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 63229 FILING DATE: 11/26/58
 REGN. NO: 682771 REG. DATE: 08/04/59
 CLASS: 34

CLIENT 0246 MATTER 0019 CTRY CODE USA COUNTRY UNITED STATES
 MARK: WHITE OWL
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 63222 FILING DATE: 11/26/58
 REGN. NO: 683560 REG. DATE: 08/18/59
 CLASS: 34

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

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CLIENT 0246 MATTER 0020 CTRY CODE USA COUNTRY UNITED STATES
 MARK: WHITE OWL & DESIGN
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 63221 FILING DATE: 11/26/58
 REGN. NO: 682767 REG. DATE: 08/04/59
 CLASS: 34

CLIENT 0246 MATTER 0019 CTRY CODE USA COUNTRY UNITED STATES
 MARK: WHITE OWL BRAND & DES
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 143263 FILING DATE: 02/07/21
 REGN. NO: 150823 REG. DATE: 01/10/22
 CLASS: 34

CLIENT 0246 MATTER 0050 CTRY CODE USA COUNTRY UNITED STATES
 MARK: WHITE OWL DESIGN
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 189577 FILING DATE: 03/25/64
 REGN. NO: 779753 REG. DATE: 11/10/64
 CLASS: 34

CLIENT 0246 MATTER 0041 CTRY CODE USA COUNTRY UNITED STATES
 MARK: WILLOWS
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 175851 FILING DATE: 08/27/63
 REGN. NO: 772134 REG. DATE: 06/30/64
 CLASS: 34

CLIENT 0246 MATTER 4054 CTRY CODE USA COUNTRY UNITED STATES
 MARK: WINKS
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 74/119485 FILING DATE: 11/29/90
 REGN. NO: 1710843 REG. DATE: 08/25/92
 CLASS: 34

CLIENT 0246 MATTER 0018 CTRY CODE USA COUNTRY UNITED STATES
 MARK: WM. PENN
 OWNER: GENERAL CIGAR CO., INC.\$
 STATUS: Registered APPLN. NO: 63220 FILING DATE: 11/26/58
 REGN. NO: 682766 REG. DATE: 08/04/59
 CLASS:

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