

06-02-1999

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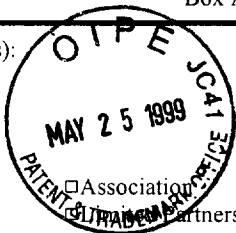
U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

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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):
GCMC 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: Swedish Match Cigars Inc.
Internal Address: _____
Street Address: 6600 West Broad Street
City Richmond State VA ZIP 23230-1588

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

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: April 30, 1999

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

A. Trademark Application No.(s) _____

B. Trademark registration No.(s) 1091535, 912388, 783515

Additional numbers attached? Yes No

6. Total number of applications and registrations involved: 3

7. Total fee (37 CFR 3.41):.....\$ 90.00
Please charge to the deposit account listed in Section 8.

8. Deposit account number:
16-1150

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: 3

7. Total fee (37 CFR 3.41):.....\$ 90.00
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: 5

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 00000072 161150 1091535

01 FC:481 40.00 CH
02 FC:482 50.00 CH

SCHEDULE A

HTL, ULTRA & FLAV-R-GARD MARKS - U.S.A.

| <u>COUNTRY</u> | <u>TRADEMARK</u> | <u>REG. NO.</u> | <u>DATE</u> |
|-----------------------|-------------------------|------------------------|--------------------|
| USA | FLAV-R-GARD | 1,091,535 | 5/16/78 |
| USA | FLAV-R-GARD | 912,388 | 6/8/71 |
| USA | HTL & DESIGN | 663,361 | 6/24/58 |
| USA | ULTRA | 783,515 | 1/19/65 |

NY2 - 954776.1

ASSIGNMENT

WHEREAS, **GCOMM CO., INC.**, a corporation organized and existing under the laws of the State of Delaware, United States of America, (hereinafter "Assignor"), is the owner of trademark registrations filed with the United States Patent and Trademark Office that are identified and set forth in Schedule A attached hereto (hereinafter "Trademarks");

WHEREAS, **SWEDISH MATCH CIGARS INC.**, a corporation organized and existing under the laws of the State of Delaware, United States of America, (hereinafter "Assignee"), is desirous of acquiring the said Trademarks together with the goodwill of the business associated with or symbolized by said Trademarks;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, the said Assignor does hereby sell, assign, and transfer unto the said Assignee, all of Assignor's right, title and interest in and to the said Trademarks, whether registered or unregistered and any common law rights thereto, together with the goodwill of the business associated with or symbolized by said Trademarks, together with all rights for recovery for past infringements thereof, if any, and the registrations therefor identified in Schedule A hereto.

Assignee hereby acknowledges that Assignor is not making any representation or warranty with respect to the Trademarks being conveyed hereby except as specifically set forth in the Asset Purchase Agreement, dated as of March 26, 1999, between Assignor and Assignee's respective affiliated companies General Cigar Co., Inc. and Swedish Match North America Inc.

Assignor agrees to execute all such other documents as may be reasonably needed to establish Assignee as the record owner of the Trademarks.

NY2 - 955285.1

TRADEMARK
REEL: 001905 FRAME: 0203

This Assignment shall be construed, interpreted and the rights of the parties determined in accordance with the laws of the State of New York (without reference to the choice of law provisions of New York law).

IN WITNESS WHEREOF, the said Assignor has executed this document this 29th day of April, 1999.

GCOMM CO., INC.
By: A. Ross Wollen
Title: Secretary
Name: A. Ross Wollen

STATE OF New York)
COUNTY OF New York) ss.:

On this 29th day of April, 1999 there appeared before me A. Ross Wollen, personally known to me, who acknowledged that he/she signed the foregoing Assignment as his/her voluntary act and deed on behalf and with full authority of GCOMM CO., INC.

Barbara Fendrich
Notary Public

BARBARA FENDRICH
Notary Public, State of New York
No. 01FE6015658
Qualified in Kings County
Commission Expires 11/02/2000

NY2 - 955285.1

TRADEMARK
REEL: 001905 FRAME: 0204

IN WITNESS WHEREOF, the said Assignee has executed this document this 30th day of April 1999.

SWEDISH MATCH CIGARS INC.

By: L. Freeman

Title: Authorized Agent

Name: Lennart Freeman

STATE OF New York)
COUNTY OF New York) ss.:

On this 30th day of April, 1999 there appeared before me Lennart Freeman, personally known to me, who acknowledged that he/she signed the foregoing Assignment as his/her voluntary act and deed on behalf and with full authority of SWEDISH MATCH CIGARS INC.

Doris Caputo
Notary Public

DORIS CAPUTO
Notary Public, State of New York
No. 24-4932032
Qualified in Kings County
Certificate Filed in New York County
Commission Expires May 31, 1999

NY2 - 955285.1