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FORM PTO-1594
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U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

101053490

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): 52599
 General Cigar Co., Inc.

Individual(s) Association
 General Partnership Limited 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 Merger
 Security Agreement Change of Name
 Other _____
 Execution Date: March 25, 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) 1091535; 912388; 783515
 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: 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 [Signature] May 25, 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

06/01/1999 JSHABAZZ 00000071 161150 1091535

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

TRADEMARK
 REEL: 001905 FRAME: 0213

NY2 - 957814.1

SCHEDULE A

**GENERAL CIGAR CO., INC.
U.S. NON-BRAND TRADEMARK REGISTRATIONS**

<u>Mark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
FLAV-R-GARD	1,091,535	05/16/78
FLAV-R-GARD	912,388	06/08/71
ULTRA	783,515	01/19/65

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 trademark registrations listed on the attached Schedule A; and

WHEREAS, GCOMM 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 GCOMM 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: March 25, 1999

By: A Ross Wollen
Name: A Ross Wollen
Title: Secretary

On this 25 day of March, 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