

06-16-1999

Express Mail No.: EM 490 492 735 US

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office

FORM PTO-1574
1-31-92



101067272

To the Honorable Commissioner of Patents and Trademarks, Patent and Trademark Office, Box Assignment, Washington, DC 20231
Original documents or copy thereof.

ME 26-8-99

<p>1. Name of conveying party(ies): GCMC Co., Inc.</p> <p><input type="checkbox"/> Individual(s) <input type="checkbox"/> Association <input type="checkbox"/> General Partnership <input type="checkbox"/> Limited Partnership <input checked="" type="checkbox"/> Corporation-State Delaware <input type="checkbox"/> Other _____</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): Name: <u>Intermatch Sweden AB</u></p> <p>Internal Address: _____</p> <p>Street Address: <u>Rosenlundsgatan 36</u></p> <p>City <u>Stockholm</u> State <u>SWEDEN</u> ZIP _____</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>SWEDEN</u> <input type="checkbox"/> Other _____</p> <p>If assignee is not domiciled in the United States, a domestic representative designation is attached: <input checked="" type="checkbox"/> Yes <input 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"/> Merger <input type="checkbox"/> Security Agreement <input type="checkbox"/> Change of Name <input type="checkbox"/> Other _____</p> <p>Execution Date: <u>April 29, 1999</u></p>	<p>4. Application number(s) or registration number(s):</p> <p>A. Trademark Application No.(s) _____</p> <p>B. Trademark registration No.(s) <u>(584375, 329976, 1339412, 1754918, 092886)</u></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>3057-117-999</u></p>	<p>6. Total number of applications and registrations involved: <u>5</u></p> <p>7. Total fee (37 CFR 3.41):.....\$ <u>140.00</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	
<p>9. Statement and signature.</p> <p><i>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.</i></p> <p><u>Joseph Diamante</u> <u>[Signature]</u> <u>June 8, 1999</u> Name of Person Signing Reg. No. Signature Date</p> <p>Total number of pages comprising cover sheet: <u>10</u></p>	

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

06/15/1999 DNGUYEN 00000226 161150 584375
01 FC:481 40.00 CH
02 FC:482 100.00 CH

TRADEMARK
REEL: 001913 FRAME: 0174

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 Mass-Market Trademarks, which are the trademark registrations filed with the United States Patent and Trademark Office that are identified and set forth in Schedule A attached hereto (hereinafter "Mass-Market Trademarks");

WHEREAS, INTERMATCH SWEDEN AB, a corporation organized and existing under the laws of Sweden, (hereinafter "Assignee"), is desirous of acquiring the said Mass-Market Trademarks together with the goodwill of the business associated with or symbolized by said Mass-Market 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 Mass-Market Trademarks, whether registered or unregistered and any common law rights thereto, together with the goodwill of the business associated with or symbolized by said Mass-Market Trademarks, together with all rights for recovery for past infringements thereof, if any, and the registrations thereof identified in Schedule A hereto.

Assignee hereby acknowledges that Assignor is not making any representation or warranty with respect to the Mass-Market 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 Mass-Market Trademarks.

NY2 - 954710.2

**TRADEMARK
REEL: 001913 FRAME: 0175**

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)
 ss.:
COUNTY OF New York)

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. General Manager.

Barbara Fendrich
Notary Public

BARBARA FENDRICH
Notary Public, State of New York
No. 01FE6015638
Qualified in Kings County
Commission Expires 11/02/2000

NY2 - 954710.2

TRADEMARK
REEL: 001913 FRAME: 0176

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

1999.

INTERMATCH SWEDEN AB

By: Sven Hindrikes

Title: Authorized Agent

Name: Sven Hindrikes

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

On this 30th day of April, 1999 there appeared before me Sven Hindrikes,
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 Intermatch Sweden AB

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

SCHEDULE A

U.S. TRADEMARK REGISTRATIONS

<u>COUNTRY</u>	<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>DATE</u>
USA	G&V DESIGN	584375	1/5/54
USA	GARCIA Y VEGA	1329976	4/9/85
USA	GARCIA Y VEGA (<i>script</i>)	1339412	6/4/85
USA	GARCIA Y VEGA & WOMAN'S HEAD DESIGN	754918	8/20/63
USA	GYV & WOMAN'S HEAD DESIGN	092886	8/5/13

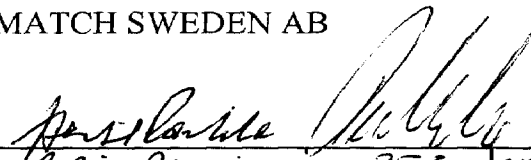
NY2 - 954776.1

DESIGNATION OF DOMESTIC REPRESENTATIVE

INTERMATCH SWEDEN AB, hereby designates Pennie & Edmonds LLP, whose postal address is 1155 Avenue of the Americas, New York, New York 10036, United States of America, as representative upon whom notices or process in proceedings may be served, specifically in regard to:

GARCIA Y VEGA & WOMAN'S HEAD DESIGN,
Registration No. 754918 dated August 20, 1963.

INTERMATCH SWEDEN AB

By: 
Name: BERTIL RAHLE PER KELLER
Date: June 3, 1999

DESIGNATION OF DOMESTIC REPRESENTATIVE

INTERMATCH SWEDEN AB, hereby designates Pennie & Edmonds LLP, whose postal address is 1155 Avenue of the Americas, New York, New York 10036, United States of America, as representative upon whom notices or process in proceedings may be served, specifically in regard to:

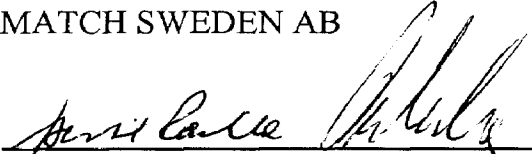
GARCIA Y VEGA (Script), Registration No. 1339412 dated June 4, 1985.

INTERMATCH SWEDEN AB

By:

Name:

Date:

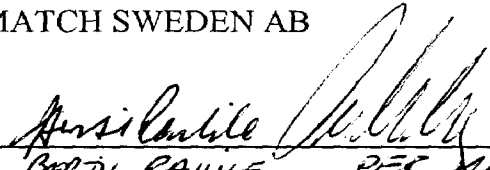

BERTIL RAINIE PER MELKER
June 3, 1999

DESIGNATION OF DOMESTIC REPRESENTATIVE

INTERMATCH SWEDEN AB, hereby designates Pennie & Edmonds LLP, whose postal address is 1155 Avenue of the Americas, New York, New York 10036, United States of America, as representative upon whom notices or process in proceedings may be served, specifically in regard to:

GARCIA Y VEGA, Registration No. 1132976 dated April 9, 1985.

INTERMATCH SWEDEN AB

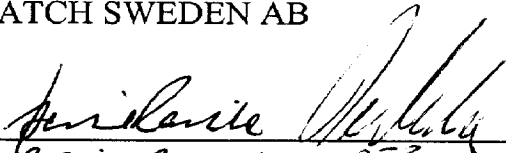
By: 
Name: BERTIL RAHNE PER HELMER
Date: June 3, 1999

DESIGNATION OF DOMESTIC REPRESENTATIVE

INTERMATCH SWEDEN AB, hereby designates Pennie & Edmonds LLP, whose postal address is 1155 Avenue of the Americas, New York, New York 10036, United States of America, as representative upon whom notices or process in proceedings may be served, specifically in regard to:

GYV & WOMAN'S HEAD DESIGN, Registration No. 092886 dated August 5, 1913.

INTERMATCH SWEDEN AB

By: 
Name: BERTIL RAHNÉ PER MELKER
Date: June 3, 1999