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101128237 oner of Patents and Trademarks. Please record the attached original documents or copy thereof. Box Assignment, Washington, DC 20231 1. Name of conveying party(ies): 2. Name and address of receiving party(ies): General Cigar Co., Inc. Name: <u>GCMM Co.</u>, Inc. Internal Address: □Individual(s) □Association □General Partnership □Limited Partnership Street Address: 387 Park Avenue South ⊠Corporation-State Delaware □Other City New York State NY ZIP 10016 Additional name(s) of conveying party(ies) attached? ☐ Yes ⋈ No ☐ Individual(s) citizenship □Association □General Partnership 3. Nature of conveyance: □Limited Partnership_ ⊠Corporation-State **Delaware** ⊠Assignment □Merger □Other □Security Agreement □Change of Name □Other If assignee is not domiciled in the United States, a domestic representative designation is attached: □ Yes ⊠ No Execution Date: February 8, 1999 (Designation must be a separate document from Assignment) Additional name(s) & address(es) attached?

Yes 4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark registration No.(s) 682,768 Additional numbers attached? □ Yes ⋈ No 5. Name and address of party to whom correspondence 6. Total number of applications concerning document should be mailed: and registrations involved: 1 PENNIE & EDMONDS LLP Total fee (37 CFR 3.41):....\$ 40 1155 Avenue of the Americas New York, NY 10036 Please charge to the deposit account listed in Section 8. Attn.: Joseph Diamante Deposit account number: 16-1150 File No.: 003057-0117-999 08/2\$/1999 DCDATÉS 00000264 1\$1150 682768 DO NOT USE THIS SPACE 01 FC: 661 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 August 19, 1999 Name of Person Signing Date Total number of pages comprising cover sheet:

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

SCHEDULE A GENERAL CIGAR CO., INC.

(U.S. Registered Trademarks)

0246 MATTER 0243 CTRY CODE USA COUNTRY UNITED STATES CLIENT MARK: RANCHEROS GENERAL CIGAR CO., INC.\$ OWNER: GENERAL CIGAR CO., INC.\$
STATUS: Registered APPLN. NO: 270747
REGN. NO: 854010 REG. DATE: 08/06/68 FILING DATE: 05/05/67 CLASS: 34 0246 MATTER 0143 CTRY CODE USA COUNTRY UNITED STATES CLIENT RANGER MARK: OWNER: GENERAL CIGAR CO., INC.\$
STATUS: Registered APPLN. NO: 304066 FILING DATE: 04/03/81
REGN. NO: 1215166 REG. DATE: 11/02/82 34 CLASS: 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 REG. DATE: 08/15/67 REGN. NO: 833575 CLASS: 34 MATTER 0025 CTRY CODE USA COUNTRY UNITED STATE. CLIENT 0246 MARK: ROBT. BURNS
OWNER: GENERAL CIGAR CO., INC.\$
STATUS: Registered APPLN. NO: 63225
REG DATE: 08/04/59 FILING DATE: 11/26/5 REG. DATE: 08/04/59 **REGN.** NO: 682769 CLASS: 34 CLIENT 0246 MATTER 0026 CTRY CODE USA COUNTRY UNITED STATE MARK: ROBT. BURNS
OWNER: GENERAL CIGAR CO., INC.\$
STATUS: Registered APPLN. NO: 63226 FILING DATE: 11/26/5
REGN. NO: 682770 REG. DATE: 08/04/59 CLASS: 34 ._____ MATTER 0024 CTRY CODE USA COUNTRY UNITED STATE 0246 CLIENT ROBT. BURNS MARK: OWNER: GENERAL CIGAR CO., INC.\$
STATUS: Registered APPLN. NO: 63224
REGN. NO: 682768 REG. DATE: 08/04/59 FILING DATE: 11/26/ CLASS: 34

> TRADEMARK REEL: 001948 FRAME: 0298

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

Name: A ROSS /

Title: SECRETARY

On this 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.

(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

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