

08-26-1999

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FORM PTO-1594

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U.S. DEPARTMENT OF COMMERCE

Patent and Trademark Office

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):

GCOMM 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: P.T.C. Brands, Inc.

Internal Address: Concord Plaza

Street Address: 3411 Silverside Road, 204B Springer Building

City Wilmington State DE ZIP 19810

- 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
- Security Agreement
- Other _____
- Merger
- Change of Name

Execution Date: April 30, 1999

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 concerning document should be mailed:

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

Attn.: Joseph Diamante

File No.: 003057-0117-999

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41):.....\$ 40

Please charge to the deposit account listed in Section 8.

8. Deposit account number:
16-1150

08/25/1999 DC0ATE5 00000266 161150 682768

DO NOT USE THIS SPACE

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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
Name of Person Signing

Signature

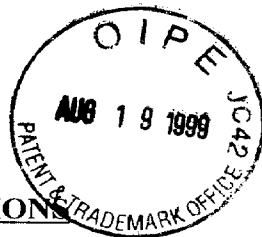
August 19, 1999
Date

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

U.S. TRADEMARK REGISTRATIONS



<u>COUNTRY</u>	<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>DATE</u>
USA	BOBBIE AND DESIGN	165753	3/20/23
USA	BRAVADOS	853060	7/23/68
USA	BRAVURA	854524	8/13/68
USA	CHESTERFIELD CIGARS (AND DESIGN)	118351	8/28/17
USA	CRYSTALS	551686	12/4/51
USA	CUSTOMROLD AND NEW DESIGN	801693	1/11/66
USA	DESIGN ONLY-MALE PORTRAIT	1158298	6/23/81
USA	DESIGN ONLY-MALE PORTRAIT	1158297	6/23/81
USA	ENGLISH CORONAS	1631056	1/8/91
USA	GALLANTES	861883	12/17/68
USA	GRAN CORONA	1043719	7/13/76
USA	GRAN PREMIO	1011679	5/27/75
USA	LADDIES	126161	7/29/19
USA	RANCHEROS	854010	8/6/68
USA	RANGER	1215166	11/2/82
USA	RILLO	833575	8/15/67
USA	ROBT. BURNS	682769	8/4/59
USA	ROBT. BURNS (DESIGN ONLY)	682770	8/4/59
USA	ROBT. BURNS (STYLIZED LETTERS)	682768	8/4/59
USA	TIJUANA SMALLS	923728	11/16/71
USA	TIPARILLO	730298	4/24/62
USA	TIPAROMA	884464	1/20/70
USA	VALUE LINE	1138520	8/5/80
USA	VAN DYCK	682771	8/4/59
USA	WHITE OWL	683560	8/18/59
USA	WHITE OWL & DESIGN	682767	8/4/59

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 Mass-Market Trademarks, which are the trademark registrations and applications 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, **P.T.C. BRANDS, 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 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 therefor 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 - 954715.2

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.

GCMM 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 GCMM 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 - 954715.2

1999.

P.T.C. BRANDS, INC.

By: L J Freeman

Title: President

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 P.T.C. BRANDS, 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, 1900