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02-04-2000

Docket No.:

L5645-009

Tab settings



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To the Honorable Commissioner of Patents

Attached original documents or copy thereof.

1. Name of conveying party(ies):

Lorillard Tobacco Company

- ☐ Individual(s) ☐ Association  
☐ General Partnership ☐ Limited Partnership  
☒ Corporation-State **Delaware**  
☐ Other

Additional names(s) of conveying party(ies) attached? ☐ Yes ☒ No

3. Nature of conveyance:

- ☒ Assignment ☐ Merger  
☐ Security Agreement ☐ Change of Name  
☐ Other

Execution Date: **December 22, 1999**

2. Name and address of receiving party(ies):

Name: **Lorillard Licensing Company LLC**

Internal Address:

Street Address: **420 English Street**

City: **Greensboro** State: **NC** ZIP: **27405**

- ☐ Individual(s) citizenship  
☐ Association  
☐ General Partnership  
☐ Limited Partnership  
☐ Corporation-State  
☒ Other **North Carolina Limited Liability Company**

If assignee is not domiciled in the United States, a domestic representative designation is attached: ☐ Yes ☐ No

(Designations must be a separate document from Assignment)

Additional name(s) & address(es) attached? ☐ Yes ☒ No

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,106,260	1,200,631	1,160,234
1,220,264	1,202,940	850,459
1,234,795	1,160,233	849,274

Additional numbers attached? ☒ Yes ☐ No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: **Stephanie B. Glaser, Esq.**

Internal Address: **Patterson, Belknap, Webb & Tyler LLP**

Street Address: **1133 Avenue of the Americas**

City: **New York** State: **NY** ZIP: **10036**

6. Total number of applications and registrations involved:

49

7. Total fee (37 CFR 3.41):.....\$ **\$1,240.00**

- ☐ Enclosed  
☒ Authorized to be charged to deposit account

8. Deposit account number:

16-0633

02/03/2000 TTON11 00000024 160633 1106260

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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.

**Stephanie B. Glaser**

Name of Person Signing

Signature

**December 27, 1999**

Date

Total number of pages including cover sheet, attachments, and document:

6

TRADEMARK  
REEL: 002013 FRAME: 0376

4. B. Continued - Trademark Registration No.(s)

1,152,614  
848,503  
1,178,413  
1,188,000  
1,162,137  
1,198,227  
831,333  
2,164,769  
796,637  
1,261,100  
758,276  
1,108,879  
1,689,230  
1,689,229  
1,302,012  
1,167,585  
1,714,023  
1,920,066  
707,998  
1,196,410  
578,478  
1,108,876  
1,191,816  
655,736  
1,108,878  
1,186,088  
238,664  
1,178,414  
1,202,275  
1,302,007  
1,196,411  
826,351  
1,150,592  
1,160,232  
438,348  
2,009,830  
900,557  
1,198,226  
754,473  
754,474

**SCHEDULE A**

<b>MARKS</b>	<b>U.S. REG. NO.</b>
ALIVE WITH PLEASURE!	1,106,260
AURA	1,220,264
BATON ROUGE	1,234,795
BISTRO	1,200,631
BISTRO & Design	1,202,940
BRIGADE	1,160,233
CAREFREE	1,160,234
DANVILLE	850,459
DANVILLE & Design	849,274
DATA	1,152,614
DEFENDER	848,503
Design Only -- BOOMERANG	1,178,413
Design Only -- CASTLE	1,188,000
Design Only -- INDIAN EMBLEM	1,162,137
Design Only -- TRUE	1,198,227
DUNCAN	831,333
FIRE IT UP	2,164,769
HARMONY	796,637
HERITAGE	1,261,100
KENT	758,276
KENT	1,108,879
KENT & Design	1,689,230
KENT GOLDEN LIGHTS & Design	1,689,229

MARKS	U.S. REG. NO.
KENT GOLD LIGHTS KINGS & Design	1,302,012
KENT III & Design	1,167,585
KENT III ULTRA LIGHTS & Design	1,714,023
LORILLARD	1,920,066
LORILLARD (Stylized)	707,998
MAVERICK	1,196,410
MICRONITE	578,478
NEWPORT	1,108,876
NEWPORT & Design	1,191,816
OLD GOLD	655,736
OLD GOLD	1,108,878
OLD GOLD & Design	1,186,088
OLD GOLD CIGARETTES THE TREASURE OF THEM ALL & Design	238,664
OLD GOLD LIGHTS & Design	1,178,414
REBEL	1,202,275
SATIN	1,302,007
SCARLET	1,196,411
SCOTCH CUT	826,351
SURE	1,150,592
SURREY	1,160,232
TALLY-HO	438,348
TRIUMPH	2,009,830
TRUE & Design	900,557
TRUE & Design	1,198,226

MARKS	U.S. REG. NO.
YORK	754,473
YORK & Design	754,474

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TRADEMARK ASSIGNMENT

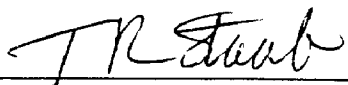
WHEREAS, LORILLARD TOBACCO COMPANY, a Delaware corporation (the "Assignor"), having its principal office at 714 Green Valley Road, Greensboro, North Carolina 27408, has adopted, used, and is using the trademarks set forth on Schedule A in the United States (the "Marks"), and has obtained U.S. Trademark Registrations for the Marks;

WHEREAS, LORILLARD LICENSING COMPANY LLC, a North Carolina limited liability company (the "Assignee"), having its principal office at 420 English Street, Greensboro, North Carolina 27405 desires to acquire the Marks;

NOW, THEREFORE, in exchange for all of the issued stock of Assignee and other good and valuable consideration, the receipt and adequacy of which is hereby acknowledged, Assignor hereby assigns to Assignee, its successors and assigns, the entire right, title and interest in and to the Marks (including, without being limited to, the U.S. Trademark Registrations and Applications set forth on Schedule A), used heretofore by Assignor in association with its business in the United States, together with the goodwill of the business connected with and symbolized by the Marks.

Executed as of December 22, 1999.

LORILLARD TOBACCO COMPANY

By:   
Name: T.R. Staab  
Title: Chief Financial Officer