

03-24-2000

Attorney Docket No. 007933-004100US

FORM PTO-1594
1-31-92

U.S. DEPARTMENT OF COMMERCE
Patents and Trademark Office

2-14-00



101297891

To the Honorable Commissioner of Patents and Trademarks

Documents or copy thereof.

1. Name of conveying party(ies): The Customer Comp.

Receiving party(ies)

- Individual(s)
- Association
- General Partnership
- Limited Partnership
- Corporation-State: California
- Other

Name: Cigarettes Cheaper!
 Internal Address:
 Street Address: 605 Industrial Way
 City: Benicia State: CA ZIP: 94510

Additional name(s) of conveying parties attached? Yes No

- Individual(s) citizenship
- Association

3. Nature of conveyance:

- Assignment
- Merger
- Security Agreement
- Change of Name
- Other:

- General Partnership
- Limited Partnership
- Corporation-State: California
- Other

Execution Date: February 10, 2000

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 names and addresses attached? Yes No

4. Application Number(s) or Registration Number(s).

A. Trademark Application No(s):

B. Trademark Registration No(s): 1,640,733

Additional numbers attached? Yes No

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

Name: Dirks B. Foster, Esq.
Townsend and Townsend and Crew LLP
Two Embarcadero Center, 8th Flr.
San Francisco, CA 94111-3834

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$40.00

- Enclosed
- Charge Fees to Deposit Account
- Charge any additional fees associated with this paper or during the pendency of this application, or credit any overpayment, to deposit account.

8. Deposit account number: 20-1430

(Attach duplicate copy of this page if paying by deposit account)

DO NOT USE THIS SPACE

9. Statement and signature.

To the best of my knowledge and belief, the foregoing is true and correct and any attached copy is a true copy of the original document.

Dirks B. Foster
Name of Person Signing

Dirks B. Foster
Signature

February 14, 2000
Date

Total number of pages including cover sheet, attachments and document: 5

10. Change Correspondence Address to that of Part 5? Yes

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover to:

03/24/2000 DNGUYEN 00000234 201430 1640733
01 FC:581 40.00 CH

Asst. Commissioner for Trademarks
Box: Assignments
Washington, D.C. 20231

ASSIGNMENT

WHEREAS, The Customer Company, a California corporation, of 4457 Park Road, Benicia, California 94510 (Assignor), has adopted, used and is using a mark which is registered in the United States Patent and Trademark Office, Registration No. 1,640,733 dated April 9, 1991; and

WHEREAS, Cigarettes Cheaper!, a California corporation, of 605 Industrial Way, Benicia, California 94510 (Assignee), is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title and interest in and to the said mark, together with the good will of the business symbolized by the mark, and the above-identified registration thereof.

Dated: February 10, 2000.

The Customer Company

By: 

Jeremy S. Chapman
Vice President

1066401 v1

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California

County of Solano

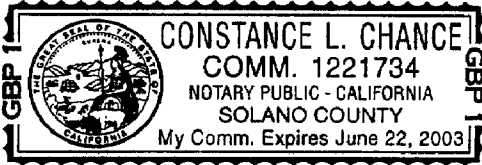
} ss.

On 2/10/00, before me, Constance L. Chance,
Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")

personally appeared Jeremy S. Chapman,
Name(s) of Signer(s)

- personally known to me
- proved to me on the basis of satisfactory evidence

to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



Place Notary Seal Above

WITNESS my hand and official seal.
Constance L. Chance
Signature of Notary Public

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: _____

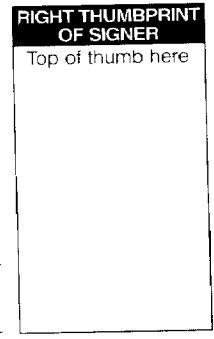
Document Date: _____ Number of Pages: _____

Signer(s) Other Than Named Above: _____

Capacity(ies) Claimed by Signer

Signer's Name: _____

- Individual
- Corporate Officer — Title(s): _____
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____



Signer Is Representing: _____