

MM 3/1/00

04-10-2000

cket No. 007933-006700US
EPARTMENT OF COMMERCE
Patents and Trademark Office

FORM PTO-1594
1-31-92

RECORDATIC
TRAD



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...hereof.

To the Honorable Commissioner of Patents and Trademarks, Please r

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

Individual(s) Association
 General Partnership Limited Partnership
 Corporation-State: California
 Other
Additional name(s) of conveying parties attached? Yes No

4. Name and address of receiving party(ies)

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

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State: California
 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 names and addresses attached? Yes No

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other:

Execution Date: February 28, 2000

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

A. Trademark Application No(s): 75/731232

B. Trademark Registration No(s):

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

Signature

February 29, 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:

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

04/07/2000 TTOM11 00000292 201430 75731232

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ASSIGNMENT

WHEREAS, The Customer Company, a California corporation, of 4457 Park Road, Benicia, California 94510 (Assignor), has adopted, used and is using a mark for which an application for registration has been filed in the United States Patent and Trademark Office, Serial No. 75/731232 filed June 17, 1999; and

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

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 application thereof.

The Customer Company

By: 

Jeremy S. Chapman
Vice President

1071321 v1

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

No. 5907

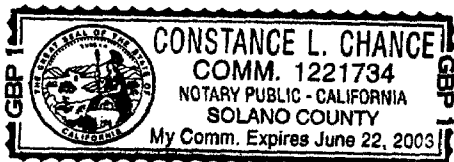
State of California

County of Solano

On February 28, 2000 before me, Constance L. Chance,
DATE NAME, TITLE OF OFFICER - E.G., "JANE DOE, NOTARY PUBLIC"

personally appeared Jeremy S. Chapman,
NAME(S) OF SIGNER(S)

personally known to me - **OR** - 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.



WITNESS my hand and official seal.

Constance L. Chance
SIGNATURE OF NOTARY

OPTIONAL

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

CAPACITY CLAIMED BY SIGNER

DESCRIPTION OF ATTACHED DOCUMENT

- INDIVIDUAL
- CORPORATE OFFICER

TITLE OR TYPE OF DOCUMENT

TITLE(S)

- PARTNER(S) LIMITED
- GENERAL

NUMBER OF PAGES

- ATTORNEY-IN-FACT
- TRUSTEE(S)
- GUARDIAN/CONSERVATOR
- OTHER: _____

DATE OF DOCUMENT

SIGNER IS REPRESENTING:
NAME OF PERSON(S) OR ENTITY(IES)

SIGNER(S) OTHER THAN NAMED ABOVE