

07-25-2000

FORM PTO-1
1-31-92



ION FORM COVER SHEET
REMARKS ONLY

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office
Atty. Docket No. 4800-054

101413303

To the Commissioner for Trademarks: Please record the 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 name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
Name: Lorillard Licensing Company, LLC
Internal Address: Post Office Box 10529
Street Address: 714 Green Valley Road
City: Greensboro State: NC Zip: 27404

Individual citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation-State North Carolina
 Other

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

3. Nature of conveyance: **6-28-00**

Assignment Merger
 Security Agreement Change of Name
 Other:

Execution Date: June 15, 2000

4. Application number(s) or registration numbers(s):
A. Trademark Application No.(s)
75,811,300

Additional numbers attached? Yes No

B. Trademark Registration No.(s)

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Howard A. MacCord, Jr.

Internal Address: Post Office Box 2974

Street Address: 1600 First Union Tower
300 N. Greene Street
City: Greensboro State: NC Zip: 27401

6. Total number of applications and registrations involved:..... 1

7. Total fee (37 CFR 3.41):..... \$40.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
18-1164

(Attach duplicate 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 information is true and correct and any attached copy is a true copy of the original document.

Donna Cottelli
Name of Person Signing

Donna Cottelli
Signature

6/26/00
Date

Total number of pages including cover sheet, attachments, and document: 2

**Mail documents to be recorded with required cover sheet information to:
Commissioner of Patents and Trademarks, Box Assignments
Washington, D.C. 20231**

07/24/2000 MTHAI1 00000153 75811300
01 FC:481 40.00 DP
19809.doc

**TRADEMARK
REEL: 002108 FRAME: 0559**

ASSIGNMENT

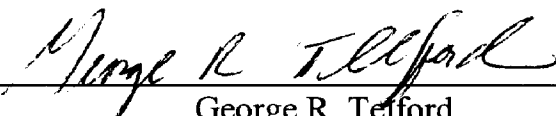
WHEREAS, Lorillard Tobacco Company, a Delaware corporation (hereinafter Assignor), has adopted, used and is using the mark **TAKE 10** (hereinafter Trademark) for which an application has been filed in the United States Patent and Trademark Office on September 30, 1999, having Serial No. 75/811,300; and

WHEREAS, Lorillard Licensing Company, LLC, a North Carolina limited liability company (hereinafter Assignee), is desirous of acquiring the Trademark;

NOW, THEREFORE, in consideration of and in exchange for the sum of Ten Dollars (\$10.00) and other good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto Assignee all rights, title, and interest in and to the Trademark, together with the good will of the business symbolized by the Trademark.

This Assignment is executed at Greensboro, North Carolina, this 15th day of June, 2000.

LORILLARD TOBACCO COMPANY



George R. Telford
Vice President