

12-13-2000

FORM PTO-1594
1-31-92

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HEET

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office
Atty. Docket No. 4800-065

11.27.00

101547971

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
 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

3. Nature of conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other:

Execution Date: December 22, 1999

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

4. Application number(s) or registration numbers(s):
A. Trademark Application No.(s)

B. Trademark Registration No.(s)
2,040,567

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
Name: Donna Cottelli
Internal Address: Post Office Box 2974
Street Address: 1600 First Union Tower
300 N. Greene Street
City: Greensboro State: NC Zip: 27402

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 Donna Cottelli 11/22/00
Name of Person Signing Signature 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

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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, is the owner of Registration No. 2,040,567 of the mark NEWPORT ICE (the "Mark") and;

WHEREAS, LORILLARD LICENSING COMPANY LLC, a North Carolina limited liability company (the "Assignee"), having its principal office at 1601 First Union Tower, 300 North Greene Street, Greensboro, North Carolina 27401 desires to acquire the Mark;

NOW, THEREFORE, in exchange for 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 Mark used heretofore by Assignor in association with its business together with the goodwill of the business connected with and symbolized by the Mark.

Executed as of December 22, 1999.

LORILLARD TOBACCO COMPANY

By: 

Name: Ronald S. Milstein

Title: Vice President, General Counsel
and Secretary