

6/18/01

06-18-2001



101719189

TRADEMARK
03408-GT0000 ELF

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Assignor	J.R. Tobacco of America, Inc.
Assignee	800 JR Cigar, Inc.
Registration Nos.	1,353,190 1,387,728 1,894,467 1,896,408 2,054,598 2,283,507
Trademarks	J-R JR. plus Design J-R SPECIAL SELECTION plus Design J-R (Stylized) J-R ALTERNATIVE & Design 1-800-J-R-CIGAR 888 JR CIGAR

Box Assignment
Assistant Commissioner for Trademarks
Washington, DC 20231

Trademark Assignment Recordation Form Cover Sheet

Dear Sir:

Please record the attached original document.

1. Name of conveying party. J.R. Tobacco of America, Inc.
2. Name and Address of Receiving Party. 800 JR Cigar, Inc., Whippany, NJ 07981-2104.
3. Nature of Conveyance: Assignment. Execution Date: June 13, 2001
4. Name and Address of Party to Whom Correspondence Concerning Document should be mailed.

Eugene L. Flanagan, Registration No. 27, 634
Attorney for Applicant
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155


06/15/2001 DBYRNE 00000120 1353190

01 FC:481 40.00 DP
02 FC:482 125.00 DP
03 FC:484 120.00 DP

5. Registration Nos.: 1,353,190 1,387,728 1,894,467 1,896,408 2,054,598
2,283,507
6. Total Number of Applications Involved: 6.
7. Total Fee (37 CFR 3.41). \$285.00 due (\$165.00 for recordal, \$120.00 for expedited service).
8. Authorization to Charge Deposit Account. The Commissioner is hereby authorized to charge any additional fees due by this paper and during the entire pendency of this Application to Account No. 19-4516.
9. Statement and Signature. Total number of pages including cover sheet, attachments and document are 3. To the best of my knowledge and belief, the foregoing information is true and correct and any copy submitted herewith is a true copy of the original document.

Respectfully submitted,

June 15, 2001
Date


Eugene L. Flanagan, Registration No. 27, 634
Kathryn Grant Belleau, Esq.
Attorneys for Applicant
ST.ONGE STEWARD JOHNSTON & REENS LLC
986 Bedford Street
Stamford, CT 06905-5619
203 324-6155

Assignment

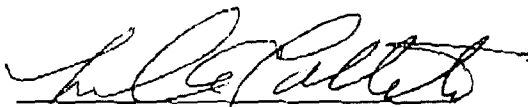
WHEREAS, J.R. Tobacco of America, Inc., a North Carolina Corporation, (hereinafter referred to as ASSIGNOR) had adopted and owns the trademarks **J-R JR. plus Design** US Registration No. 1,353,190; **J-R SPECIAL SELECTION plus Design** US Registration No. 1,387,728; **J-R (Stylized)** US Registration No. 1,894,467; **J-R ALTERNATIVE & Design** US Registration No. 1,896,408; **1-800-J-R-CIGAR** US Registration No. 2,054,598; **888 J R CIGAR** US Registration No. 2,283,507.

WHEREAS, 800 JR Cigar, Inc., a Delaware Corporation, having offices at 301 Route 10 East; Whippany; NJ, 07981-2104 (hereinafter ASSIGNEE) is desirous of acquiring all rights, title and interest in and to said trademarks as set forth hereinabove;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, ASSIGNOR does hereby assign, grant, transfer and otherwise convey to ASSIGNEE, its successors and assigns, its entire right, title and interest in and to the said trademarks **J-R JR. plus Design; J-R SPECIAL SELECTION plus Design; J-R (Stylized); J-R ALTERNATIVE & Design; 1-800-J-R-CIGAR; 888 J R CIGAR**, including but not limited to all of ASSIGNOR's common law rights and registrations pertaining thereto, as well as all of the good will of the business symbolized by said trademarks, and the right to sue for past infringements thereof.

J.R. Tobacco of America, Inc.

6/13/01
Date

By 
Michael E. Colleton
Its Chief Financial Officer