

10-30-2001



Form PTO-1594 (Rev. 03/01) OMB No. 0651-0027 (exp. 5/31/2002)

U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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Tab settings

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): R. J. Reynolds Tobacco Company 10/22/01
Individual(s) Association General Partnership Limited Partnership Corporation-State of New Jersey Other
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies) Name: GMB, Inc. Internal Address: Street Address: Jefferson Square, Suite A City: King, State: NC Zip: 27021
Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State of 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: Assignment Merger Security Agreement Change of Name Other
Execution Date: October 8, 2001

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 2166354 2082245 2164294 2029313 2042401 2166339 2133079 2031165
Additional number(s) attached Yes No

6. Total number of applications and registrations involved: 8

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Randel S. Springer, Esquire Internal Address: Womble Carlyle Sandridge & Rice, PLLC Street Address: Post Office Drawer 84 City: Winston-Salem, State: NC Zip: 27102

7. Total fee (37 CFR 3.41): \$ 215.00 Enclosed Authorized to be charged to deposit account
8. Deposit account number: 50-0517 (Attach duplicate copy of this page if paying by deposit account)

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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.
Randel S. Springer Signature Date: October 22, 2001

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

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

10/29/2001 DBYRNE 00000068 500517 2166354
01 FC:481 40.00 CH
02 FC:482 175.00 CH

TRADEMARK REEL: 002391 FRAME: 0239

ASSIGNMENT

WHEREAS **R.J. Reynolds Tobacco Company**, a New Jersey corporation of 401 North Main Street, Winston-Salem, North Carolina 27102 ("Assignor"), is the owner in the United States of certain registered trademarks for cigarettes and the registrations pertaining thereto listed in *Schedule A* attached hereto (hereunder called the "Trademarks"); and

WHEREAS **GMB, Inc.**, s North Carolina corporation of Jefferson Square, Suite A, King, North Carolina 27021 ("Assignee"), is desirous of acquiring the Trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee all right, title and interest in and to the Trademarks together with the goodwill of the business associated with the Trademarks. Assignor covenants that it will execute and deliver all such documents and instruments that are needed to record Assignee as the owner of the Trademarks.

Assignee hereby accepts the assignment of the Trademarks.

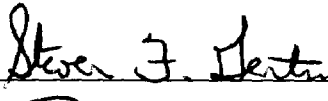
IN WITNESS WHEREOF, the parties hereto have caused their respective authorized representatives to execute this Assignment.

R.J. REYNOLDS TOBACCO COMPANY GMB, INC.

By: 

Title: VICE-PRESIDENT

Date: 10/03/01

By: 

Title: PRESIDENT

Date: 10/08/01

SCHEDULE A
Trademark Registrations

<u>MARK</u>	<u>REGISTRATION NUMBER</u>	<u>REGISTRATION DATE</u>
ECLIPSE AND DESIGN	2,166,354	June 16, 1998
HEAT RELEASE SMOKING AND DESIGN	2,082,245	July 22, 1997
HONEY-TOASTED TOBACCO AND DESIGN	2,164,294	June 9, 1998
JUMBOS	2,029,313	January 7, 1997
NORTH STAR AND DESIGN	2,042,401	March 4, 1997
PIANISSIMO	2,166,339	June 16, 1998
PLANET	2,133,079	January 27, 1998
POLITIX AND DESIGN	2,031,165	January 14, 1997