

12-26-2001

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FORM PTO-1-31-92



NOTIFICATION FORM COVER SHEET  
TRADEMARKS ONLY

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office  
Atty. Docket No. 4800-053

101924522

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

1. Name of conveying party(ies):  
Lorillard Tobacco Company 12/17/01  
 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  
 Individual citizenship  
 Association  
 General Partnership  
 Limited Partnership  
 Corporation-State  
 Other Limited Liability Company  
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: December 13, 2001

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4. Application number(s) or registration numbers(s):  
A. Trademark Application No.(s)  
75/900,999  
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 2794  
Greensboro, NC 27402  
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:  
501923  
(Attach duplicate of this page if paying by deposit account)

12/21/2001 DBYRNE 00000056 75900999  
01 FC:481 Statement and signature 40.00 OP

DO NOT USE THIS SPACE

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 12/14/01  
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

**ASSIGNMENT**



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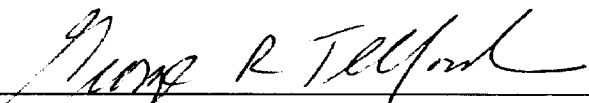
WHEREAS, Lorillard Tobacco Company, a Delaware corporation (hereinafter Assignor), has adopted, used and is using the S.M. NEWPORT RHYTHM AND SOUND (hereinafter Trademark) for which an application has been filed in the United States Patent and Trademark Office on January 20, 2000, having Serial No. 75/900,999; 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 13<sup>th</sup> day of December, 2001.

**LORILLARD TOBACCO COMPANY**

  
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George R. Telford  
Vice President