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01-28-2002

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

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



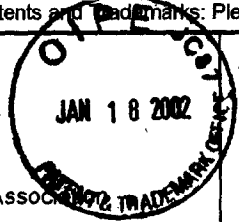
101960025

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

1. Name of conveying party(ies):

P.T.C. BRANDS, INC.

- Individual(s)
General Partnership
Corporation-State of DELAWARE
Other



2. Name and address of receiving party(ies)

Name: SOUTH AMERICAN TOBACCO COMPANY, INC.

Street Address: 300 S. PINE ISLAND RD. SUITE 258 PLANTATION, FL. 33324

- Individual(s) citizenship
Association
General Partnership
Limited Partnership
Corporation-State OF FLORIDA
Other

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
Security Agreement
Other PARTIAL ASSIGNMENT FOR "BRAVADO" FOR CIGARETTE

Execution Date: NOV. 29, 2001

4. Application number(s) or registration number(s):

A. Trademark Application No.(s) N/A

B. Trademark Registration No.(s)

853060

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: ARNOLD HECKER, ATTORNEY

Internal Address: 300 S. PINE ISLAND RD. SUITE 258

PLANTATION, FL. 33324

Street Address: SAME AS ABOVE

City: State: Zip:

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:

(Attach duplicate copy 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.

ARNOLD HECKER Name of Person Signing

Arnold Hecker Signature

12/29/01 Date

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

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TRADEMARK REEL: 002431 FRAME: 0482

## ASSIGNMENT

WHEREAS, P.T.C. BRANDS, INC., a wholly owned subsidiary of Swedish Match North America Inc., both corporations organized and existing under the laws of the State of Delaware, United States of America, (hereinafter "Assignor") is the owner of the trademark *BRAVADOS* in the United States of America in connection with tobacco products by virtue of an Assignment from GCOMM Co., Inc. (a copy of which is attached hereto).

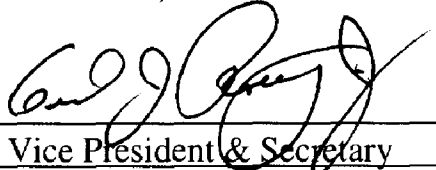
WHEREAS, SOUTH AMERICAN TOBACCO COMPANY, INC. (hereinafter "Assignee") is desirous of obtaining the consent of Assignor for the use and registration by Assignee of the trademark *BRAVADO* and/or *BRAVODO* for cigarettes only.

NOW THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration, the said Assignor does hereby assign and transfer unto the said Assignee, all of Assignor's right and interest in and to *BRAVADO* and/or *BRAVODO*, whether registered or unregistered and any common law rights thereto, to Assignee for the use and registration of *BRAVADO* and/or *BRAVODO* for cigarettes.

Assignee acknowledges that Assignor is not making any representation or warranty with respect to *BRAVADOS*, *BRAVADO*, or *BRAVODO*.

IN WITNESS WHEREOF, the said Assignor has executed this document this 29<sup>th</sup> day of November 2001.

P.T.C. BRANDS, INC.

By:   
Title: Vice President & Secretary  
Name: Gerard J. Roerty, Jr.

COMMONWEALTH OF VIRGINIA)

COUNTY OF CHESTERFIELD )

On this 29<sup>th</sup> day of November, 2001, there appeared before me, Gerard J. Roerty, Jr., personally known to me, who acknowledged that he signed the foregoing Assignment on behalf of and with full authority of P.T.C. Brands, Inc.

*Virginia Orban*

Notary Public

IN WITNESS WHEREOF, the said Assignee has executed this document this 29 day of November, 2001.

SOUTH AMERICAN TOBACCO COMPANY, INC.

By: *Mitchell Gottlieb*  
Title: DIRECTOR / V. PRES.  
Name: MITCHELL GOTTLIEB

STATE OF FLORIDA )  
*miami-DADE*  
COUNTY/CITY OF *miami* )

On this 6 day of December, 2001, there appeared before me, MITCHELL GOTTLIEB, personally known to me, who acknowledged that he/she signed the foregoing Assignment on behalf of and with full authority of South American Tobacco Company, Inc.

*Arnold Hecker*

Notary Public



Arnold Hecker  
My Commission DD011555  
Expires March 22, 2005

ORIGINAL ASSIGNMENT INTO  
P.T.C. BRANDS INC.  
FOR REFERENCE

ASSIGNMENT

WHEREAS, GCOMM CO., INC., a corporation organized and existing under the laws of the State of Delaware, United States of America, (hereinafter "Assignor"), is the owner of Mass-Market Trademarks, identified in Schedule A attached hereto (hereinafter "Mass-Market Trademarks"), which are registered or the subject of pending applications in numerous countries throughout the world, and intends to transfer all of its right, title and interest in and to said Mass-Market Trademarks outside of the United States, its commonwealths, territories and possessions;

WHEREAS, P.T.C. BRANDS, INC., a corporation organized and existing under the laws of the State of Delaware, United States of America, (hereinafter "Assignee"), is desirous of acquiring the said Mass-Market Trademarks together with the goodwill of the business associated with or symbolized by said Mass-Market Trademarks insofar as they relate to and cover the territory of the world outside of the United States, its commonwealths, territories and possessions.

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, the said Assignor does hereby sell, assign, and transfer unto the said Assignee, all of Assignor's right, title and interest in and to the said Mass-Market Trademarks, whether registered or unregistered and any common law rights thereto, together with the goodwill of the business associated with or symbolized by said Mass-Market Trademarks outside of the United States, its commonwealths, territories and possessions together with all rights for recovery for past infringements thereof, if any, and the registrations and applications therefor identified in Schedule A hereto.

Assignee hereby acknowledges that Assignor is not making any representation or warranty with respect to the Mass-Market Trademarks being conveyed hereby except as specifically set forth in the

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TRADEMARK  
REEL: 002431 FRAME: 0485

Asset Purchase Agreement, dated as of March 26, 1999, between Assignor and Assignee's respective affiliated companies General Cigar Co., Inc. and Swedish Match North America Inc.

Subject to the parties' letter agreement on April 27, 1999 regarding allocation of costs, Assignor agrees to execute all other such documents as may be reasonably needed to establish Assignee as the record owner of the Mass-Market Trademarks.

IN WITNESS WHEREOF, the said Assignor has executed this document this 29<sup>th</sup> day of April, 1999.

GCOMM CO., INC.

By: A. Ross Wollen

Title: Secretary

Name: A. Ross Wollen

STATE OF New York,  
COUNTY OF New York, ss.:

On this 29<sup>th</sup> day of April, 1999 there appeared before me A. Ross Wollen, personally known to me, who acknowledged that he/she signed the foregoing Assignment as his/her voluntary act and deed on behalf and with full authority of GCOMM CO., INC.

Barbara Fendrich  
Notary Public

BARBARA FENDRICH  
Notary Public, State of New York  
No. 01FE6015858  
Qualified in Kings County  
Commission Expires 11/02/2000

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TRADEMARK  
REEL: 002431 FRAME: 0486

IN WITNESS WHEREOF, the said Assignee has executed this document this

day of

1999.

P.T.C. BRANDS, INC.

By: L J Freeman

Title: President

Name: Lennart Freeman

STATE OF New York )

ss.:

COUNTY OF New York )

On this 30<sup>th</sup> day of April, 1999 there appeared before me Lennart Freeman,  
personally known to me, who acknowledged that he/she signed the foregoing Assignment as his/her  
voluntary act and deed on behalf and with full authority of P.T.C. BRANDS Inc.

Doris Caputo  
Notary Public

DORIS CAPUTO  
Notary Public, State of New York  
No. 24-4932032  
Qualified in Kings County  
Certificate Filed in New York County  
Commission Expires May 31, 1999

**SCHEDULE A****U.S. TRADEMARK REGISTRATIONS**

| <b><u>COUNTRY</u></b> | <b><u>TRADEMARK</u></b>          | <b><u>REG. NO.</u></b> | <b><u>DATE</u></b> |
|-----------------------|----------------------------------|------------------------|--------------------|
| USA                   | BOBBIE AND DESIGN                | 165753                 | 3/20/23            |
| USA                   | BRAVADOS                         | 853060                 | 7/23/68            |
| USA                   | BRAVURA                          | 854524                 | 8/13/68            |
| USA                   | CHESTERFIELD CIGARS (AND DESIGN) | 118351                 | 8/28/17            |
| USA                   | CRYSTALS                         | 551686                 | 12/4/51            |
| USA                   | CUSTOMROLD AND NEW DESIGN        | 801693                 | 1/11/66            |
| USA                   | DESIGN ONLY-MALE PORTRAIT        | 1158298                | 6/23/81            |
| USA                   | DESIGN ONLY-MALE PORTRAIT        | 1158297                | 6/23/81            |
| USA                   | ENGLISH CORONAS                  | 1631056                | 1/8/91             |
| USA                   | GALLANTES                        | 861883                 | 12/17/68           |
| USA                   | GRAN CORONA                      | 1043719                | 7/13/76            |
| USA                   | GRAN PREMIO                      | 1011679                | 5/27/75            |
| USA                   | LADDIES                          | 126161                 | 7/29/19            |
| USA                   | RANCHEROS                        | 854010                 | 8/6/68             |
| USA                   | RANGER                           | 1215166                | 11/2/82            |
| USA                   | RILLO                            | 833575                 | 8/15/67            |
| USA                   | ROBT. BURNS                      | 682769                 | 8/4/59             |
| USA                   | ROBT. BURNS (DESIGN ONLY)        | 682770                 | 8/4/59             |
| USA                   | ROBT. BURNS (STYLIZED LETTERS)   | 687768                 | 8/4/59             |
| USA                   | TIJUANA SMALLS                   | 923728                 | 11/16/71           |
| USA                   | TIPARILLO                        | 730298                 | 4/24/62            |
| USA                   | TIPAROMA                         | 884464                 | 1/20/70            |
| USA                   | VALUE LINE                       | 1138520                | 8/5/80             |
| USA                   | VAN DYCK                         | 682771                 | 8/4/59             |
| USA                   | WHITE OWL                        | 683560                 | 8/18/59            |

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**TRADEMARK  
REEL: 002431 FRAME: 0488**

| <u>COUNTRY</u>              | <u>TRADEMARK</u>                                | <u>REG. NO.</u> | <u>DATE</u> |
|-----------------------------|---|-----------------|-------------|
| USA                         | WHITE OWL & DESIGN                              | 682767          | 8/4/59      |
| USA                         | WHITE OWL BRAND GENERAL CIGAR CO. INC. & DESIGN | 150823          | 1/10/22     |
| USA                         | WHITE OWL DESIGN                                | 779753          | 11/10/64    |
| USA                         | WILLOWS   | 772134          | 6/30/64     |
| USA                         | WINKS   | 1710843         | 8/25/92     |
| USA                         | WM. PENN  | 682766          | 8/4/59      |
| USA                         | CAROLA  | 747808          | 4/9/63      |
| USA                         | CIGARINE  | 700054          | 6/28/60     |
| USA                         | CINCO   | 673753          | 2/10/59     |
| USA                         | CURTAIN CALL                                    | 1132834         | 4/8/80      |
| PUERTO RICO<br>(state reg.) | TIJUANA SMALLS                                  | 24920           | 4/21/83     |
| PUERTO RICO<br>(state reg.) | TIPARILLO                                       | 24921           | 4/21/83     |

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RECORDED: 01/18/2002

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REEL: 002431 FRAME: 0489