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To the Honorable Commissioner of Patents

attached original documents or copy hereof.

1. Name of conveying party(ies):

MUELHENS GMBH & CO. KG

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership
- Germany

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: March 12, 2003

2. Name and address of receiving party(ies):

Name: ALFRED DUNHILL LIMITED
Address: 30 Duke Street, St. James's
London SW1Y 6DL, England

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State
- Other England & Wales 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) & addresses attached? Yes No

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2,604,373

Additional Numbers attached? Yes No

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

Name: Patrick Boisson

Internal Address: Fross Zelnick Lehrman & Zissu, P.C.

Street Address: 866 United Nations Plaza

City: New York State: NY Zip: 10017

6. Total number of applications and registration involved:..... 1

7. Total fee (37 CFR 3.41) \$ 40.00

- Enclosed
 - Authorized to be charged to deposit account
- (Only if total fee is not sufficient)

8. Deposit account number:

23-0825-0576900

(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.

Patrick Boisson
Name of Person Signing

Boisson
Signature

3/31/2003
Date

Total number of pages comprising cover sheet: _____

ASSIGNMENT

WHEREAS, Muelhens GmbH & Co. KG, a corporation organized and existing under the laws of Germany, located at Venloer Straße 241-245, D-50823 Köln, Germany (“**Assignor**”), is the owner of the following trademark registered in the United States:

<u>Trade Mark</u>	<u>Registration. No.</u>	<u>Filing Date</u>	<u>Registration Date</u>
XCENTRIC	2,604,373	June 12, 2001	August 6, 2002

and WHEREAS Alfred Dunhill Limited, a company organized and existing under the laws of England & Wales, located at 30 Duke Street, St James’s, London SW1Y 6DL, ENGLAND (“**Assignee**”), is desirous of acquiring said trademark.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said trademark, together with the goodwill of the business symbolized by said trademark and above-named registration thereof, and with all claims arising out of or relating to the use or ownership of said mark.

Muelhens GmbH & Co. KG.

By

Name: (M. Knopp) (W. Schmitz)

Title: General Counsel Director Finance

Date of Signature: 12.03.2003