

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Philip Morris Management Corp.		01/23/2003	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Altria Corporate Services, Inc.		
<b>Street Address:</b>	120 Park Avenue		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10017		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	78144894	KNOW YOUR MONEY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(914)335-1798		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(914)335-9436		
<b>Email:</b>	Ainslee.Schreiber@Altria.com		
<b>Correspondent Name:</b>	Ainslee A. Schreiber		
<b>Address Line 1:</b>	800 Westchester Avenue		
<b>Address Line 2:</b>	6N		
<b>Address Line 4:</b>	Rye Brook, NEW YORK 10573-1301		
<b>ATTORNEY DOCKET NUMBER:</b>	2975 USA (AAS)		
<b>NAME OF SUBMITTER:</b>	Ainslee A. Schreiber		
<b>Total Attachments: 0</b>			

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