

FORM PTO-1594

RECORDATION FORM COVER SHEET

U.S. DEPARTMENT OF COMMERCE

(Rev. 03/01)

TRADEMARKS ONLY

Patent and Trademark Office

OMB No. 0651-0027 (exp. 05/31/02)

To the Director of the United States Patent and Trademark Office. Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):
 Santa Clara, Inc.
 Individual(s) Association
 General Partnership Limited Partnership
 Corporation - North Carolina
 Other _____
 Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies):
 Name: J.C. Newman Cigar Company
 Address: 2701-03 Sixteenth Street
 Tampa, Florida 33605
 Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation - Florida
 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: January 30, 2003

4. Application number(s) or registration number(s):
 A. Trademark Application No.(s)
 B. Trademark Registration No.(s)
 1,730,408
 Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed.
 Jordan S. Weinstein, Esquire
 OBLON, SPIVAK, McCLELLAND, MAIER & NEUSTADT, P.C.
 Attorneys at Law
 1940 Duke Street
 Alexandria, Virginia 22314
 OSMMN Ref: 234096US56

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: 50-2014
 (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.

Jordan S. Weinstein
Name of Person Signing

Jordan S. Weinstein
Signature

November 26, 2003
Date

Total number of pages, including cover sheet, attachments, and document: 4

Mail documents to be recorded with required cover sheet information to:

Director of the United States Patent and Trademark Office
Mail Stop Assignment Recordation Services
Alexandria, Virginia 22313

GH \$40.00 502014 1730408

ASSIGNMENT

WHEREAS, SANTA CLARA, INC. is a North Carolina corporation, with its principal offices located at 1515 East Broad Street, Statesville, North Carolina 28625.

WHEREAS, SANTA CLARA, INC. (hereinafter referred to as "ASSIGNOR") owns the QUORUM trademark, and the Registration No. 1,730,408 therefor, as depicted in Exhibit A attached hereto, along with the goodwill of the business in connection with which said trademark is used and which is symbolized by said trademark; and

WHEREAS, J.C. NEWMAN CIGAR CO. ("Assignee") is a Florida corporation with its principal offices located at 2701 Sixteenth Street, Tampa, Florida, and is desirous of acquiring the aforesaid trademark, the registration therefor and goodwill.

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged by said Assignor, the Assignor has sold, assigned, and transferred, and by these presents does sell, assign, and transfer unto the Assignee, the Assignor's entire right, title and interest in and to the trademark and registration therefor depicted in Exhibit A attached to this Assignment, including the right to bring actions for infringements of said trademark occurring prior to the date of this Assignment, together with that part of the goodwill of the Assignor's business connected with and symbolized by said trademark.

As additional consideration, J.C. NEWMAN CIGAR CO. hereby agrees to have the QUORUM brand manufactured by NICARAGUA AMERICAN TOBACCO, S.A. (hereinafter referred to as "NATSA") of Aptdo, postal 64, Bo Rosario, Esteli, Nicaragua for a period of five (5) years. If the QUORUM brand is manufactured by a company other than

NATSA during the said five year period, without the written approvals of SANTA CLARA, INC., this agreement shall immediately become null and void.

IN TESTIMONY WHEREOF, the Assignor has caused this Assignment to be executed by its authorized representative.

AGREED AND ACCEPTED:

J.C. NEWMAN CIGAR CO.

By: *Stanford J. Newman*

Title: Chairman of the Board

Date: January 30, 2003

SANTA CLARA, INC.

By: *R. J. Felitto*

Title: CFO

Date: 1/15/03

Doc F-1 of Set #1

QUORUM

Status: RENEWED **Date:** 11/03/2002
RENEWED

Gds/Svcs: Int'l. Cl.: 34 (U.S. Cl.: 17)
CIGARS
First Use: 08/15/1990 **In Commerce:** 08/15/1990

Reg. No.: 1,730,408 **Registered:** 11/03/1992 **Renewed:** 11/03/2002 T
Serial No.: 74-048506 **Filed:** 04/13/1990 **Published:** 11/20/1990

Add. Info.: FILED AS INTENT TO USE - ACTUAL USE ALLEGED.
Affidavits: 8 & 15 09/16/1998

Corresp.: JEFFREY BARTON CAHN
SILLS CUMMIS RADIN TISCHMAN EPSTEIN & GR
ONE NEWARK PLAZA
NEWARK NJ 07102-5400

Owner: J.R. TOBACCO OF AMERICA, INC. (NC CORP.)
1515 EAST BROAD STREET
STATESVILLE, NC 28677

Registrant: J.R. TOBACCO OF AMERICA, INC. (NC CORP.)
STATESVILLE, NC 28677

Assignments:

Assignee: SANTA CLARA, INC. (NC CORP.)
NEWTON PLAZA 1515 EAST BROAD ST., STATESVILLE, NC 28625
Assignor: CIGARS BY SANTA CLARA, N.A., INC. (NC CORP.)
Recorded: 03/08/2002 **Assigned:** 10/15/1998 **Reel/Fr.:** 2470/0399
Action: CHANGE OF NAME

Assignee: CIGARS BY SANTA CLARA N.A. INC. (NC CORP.)
1 95 AT ROUTE 70
Assignor: J.R. TOBACCO OF AMERICA, INC. (NC CORP.)
Recorded: 06/25/1993 **Assigned:** 06/19/1993 **Reel/Fr.:** 0994/0352
Action: ASSIGNS THE ENTIRE INTEREST AND GOODWILL

Assignee: J.R. TOBACCO OF AMERICA, INC. (NC CORP.)
P.O. BOX 656, SELMA, NC 27576
Assignor: CIGARS BY SANTA CLARA, INC. (NJ CORP.)
Recorded: 12/17/1990 **Assigned:** 09/28/1990 **Reel/Fr.:** 0755/0949
Action: ASSIGNS THE ENTIRE INTEREST AND GOODWILL

EXHIBIT A

TRADEMARK
REEL: 002754 FRAME: 0641

OBLON, SPIVAK, McCLELLAND, MAIER & NEUSTADT, P.C.

1940 Duke Street
Alexandria, Virginia 22314

Telephone: (703) 413-3000

Facsimile: (703) 413-2220

FACSIMILE TRANSMISSION

PLEASE DELIVER TO:

Honorable Commissioner for Trademarks
Assignment Branch
2900 Crystal Drive
Arlington, VA 22202-3514

FACSIMILE NO.: (703) 306-5995

FROM: Jordan S. Weinstein, Esquire

DATE: November 26, 2003

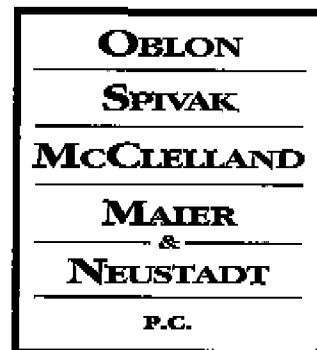
OUR REF.: 234096US-56

NUMBER OF PAGES INCLUDING COVER LETTER: 6

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{Document8 }



November 26, 2003
Via Facsimile

Honorable Commissioner for Trademarks
Assignment Branch
2900 Crystal Drive
Arlington, VA 22202-3514

ATTORNEYS AT LAW
JORDAN S. WEINSTEIN
(703) 412-6442
JWEINSTEIN@OBLON.COM

Re: J.C. NEWMAN CIGAR COMPANY
Mark: QUORUM
U.S. Registration No.: 1,730,408
Class(es): 34
Atty Dkt. No.: 234096US56

Dear Commissioner:

We enclose the following for filing in the U.S. Patent and Trademark Office:

- Recordation Form Cover Sheet
- Assignment with Exhibit A

The Commissioner is hereby authorized to charge the Assignment Fee of \$40.00 to Account No. 50-2014.

Respectfully submitted,

OBLON, SPIVAK, MCCLELLAND,
MAIER & NEUSTADT, P.C.



 Jordan S. Weinstein

JSW/dlb