

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
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| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL |
|-----------------------|--|

| | | | |
|--|----------|----------------|--------------|
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| BROWN & WILLIAMSON TOBACCO CORPORATION | | 07/30/2004 | CORPORATION: |

| | |
|----------------------|---------------------------------|
| RECEIVING PARTY DATA | |
| Name: | BROWN & WILLIAMSON U.S.A., INC. |
| Street Address: | 401 S. 4TH STREET |
| Internal Address: | SUITE 200 |
| City: | LOUISVILLE |
| State/Country: | KENTUCKY |
| Postal Code: | 40202 |
| Entity Type: | CORPORATION: |

PROPERTY NUMBERS Total: 37

| Property Type | Number | Word Mark |
|----------------|----------|---|
| Serial Number: | 75701637 | A RESPONSIBLE COMPANY IN A CONTROVERSIAL INDUSTRY |
| Serial Number: | 76003632 | BAND TO BAND |
| Serial Number: | 75711673 | BAND TO BAND COMBAT |
| Serial Number: | 75529007 | BRIGHT IDEAS ON PREVENTING YOUTH SMOKING |
| Serial Number: | 75278050 | CIRCUIT BREAKER |
| Serial Number: | 75278444 | CIRCUIT BREAKER |
| Serial Number: | 75278051 | CIRCUIT BREAKER |
| Serial Number: | 75289406 | CIRCUIT BREAKER |
| Serial Number: | 76299074 | CONSUMER FIRST 1 |
| Serial Number: | 76405678 | HOUSE REWARDS |
| Serial Number: | 75290676 | KOOL |
| Serial Number: | 75290100 | KOOL GREEN GOLD |
| Serial Number: | 75290102 | KOOL |

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|----------------|----------|---|
| Serial Number: | 78325956 | KOOL JAZZ |
| Serial Number: | 78326059 | KOOL JAZZ FESTIVAL |
| Serial Number: | 76145201 | KOOL MIXX |
| Serial Number: | 75548567 | KOOL RACING |
| Serial Number: | 75449451 | LIVE BIG |
| Serial Number: | 74480089 | LUCKY STRIKE |
| Serial Number: | 74427866 | LUCKY STRIKE |
| Serial Number: | 76429149 | PLAY ON THE HOUSE |
| Serial Number: | 75698350 | REAL EDGE |
| Serial Number: | 76405495 | SPADES SLAM |
| Serial Number: | 75851536 | T2 |
| Serial Number: | 75290675 | TEAM KOOL GREEN |
| Serial Number: | 75476604 | TEAM KOOL GREEN |
| Serial Number: | 75476699 | TEAM KOOL GREEN |
| Serial Number: | 75476645 | TEAM KOOL GREEN |
| Serial Number: | 75476644 | TEAM KOOL GREEN |
| Serial Number: | 75476451 | TEAM KOOL GREEN |
| Serial Number: | 75861624 | TEAM KOOL GREEN |
| Serial Number: | 75926352 | THE ART OF SIMPLE LIVING |
| Serial Number: | 78258573 | TOBACCO 101 |
| Serial Number: | 75542476 | VENTILATION PLUS CLEANER AIR FOR EVERYONE'S COMFORT |
| Serial Number: | 75697654 | WAKE UP LIVE BIG BE SMOKE FREE |
| Serial Number: | 71632547 | YOUR HIT PARADE |
| Serial Number: | 76405657 | |

CORRESPONDENCE DATA

Fax Number: (336)741-7598

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 336-741-6303

Email: COFFEYJ@RJRT.COM

Correspondent Name: JOSEPH K. COFFEY

Address Line 1: 401 NORTH MAIN STREET

Address Line 2: LAW DEPARTMENT

Address Line 4: WINSTON-SALEM, NORTH CAROLINA 27102

NAME OF SUBMITTER:

JOSEPH K. COFFEY

Total Attachments: 13

TRADEMARK
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AGREEMENT AND ASSIGNMENT OF TRADEMARK AND SERVICE MARK RIGHTS

THIS AGREEMENT AND ASSIGNMENT (the "Agreement") is between BROWN & WILLIAMSON TOBACCO CORPORATION, a Delaware corporation with a business address of 401 S. 4th Street, Suite 200, Louisville, Kentucky 40202 ("Assignor"), and BROWN & WILLIAMSON U.S.A., INC., a North Carolina corporation with a business address of 401 S. 4th Street, Suite 200, Louisville, Kentucky 40202 ("Assignee"), and is effective as of the 30th day of July, 2004 (the "Effective Date").

WITNESSETH:

WHEREAS, Assignor and R.J. Reynolds Tobacco Holdings, Inc., a Delaware corporation ("RJR"), are party to the Business Combination Agreement (the "Combination Agreement"), dated as of October 27, 2003, with Reynolds American Inc., a North Carolina corporation ("Reynolds American"), becoming a party to such agreement pursuant to a Joinder Agreement, dated as of January 9, 2004;

WHEREAS, each of Assignor, Assignee, RJR, Reynolds American and certain of their affiliates will engage in the Transactions (as defined in the Combination Agreement);

WHEREAS, Assignor, Assignee and Reynolds American are party to the Formation Agreement, dated as of July 30, 2004 (the "Formation Agreement");

WHEREAS, Section 2.01 of the Formation Agreement contemplates that Assignor shall contribute, assign, convey, transfer and deliver to Assignee, and Assignee shall acquire and accept from Assignor, all right, title and interest of Assignor in and to the Contributed Assets (as defined in the Formation Agreement);

WHEREAS, the Contributed Assets include all United States trademarks and service marks (collectively, the "Marks"), whether or not registered or applied for, used or contemplated for use by Assignor;

WHEREAS, Assignor has adopted and continuously used, through the Effective Date, those of the Marks attached on Schedule A hereto, excepting those Marks identified with an asterisk [*] on Schedule A, application for the registration of which has been made in the United States Patent and Trademark Office on an intent-to-use basis, under Section 1(b) of the Lanham Act;

WHEREAS, Assignor is the owner of all right, title and interest in and to the Marks (except to the extent any Marks identified with an asterisk [*] on Schedule A are not in use), and the related registrations or pending applications referenced therein arising under United States federal law or the laws of its states or territories (respectively, the

“Registrations” and “Applications”); and such other United States federal Applications listed therein based on Assignor's bona fide intent to use such Marks;

WHEREAS, with respect to those Marks identified with an asterisk [*] on Schedule A which are not in use, Assignee is a successor to the business of Assignor and/or a successor to the ongoing and existing portion of the business to which each such mark pertains, thereby making permissible, pursuant to Section 10 of the Lanham Act, the assignment of the related Applications founded on Section 1(b) of the Lanham Act; and

WHEREAS, for purposes of this Assignment, “United States of America” means the United States of America, and all territories and possessions of the United States of America, including but not limited to Guam and Puerto Rico (such territories and possessions collectively referred to herein as “U.S. Territories”).

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignee and Assignor agree as follows:

1. Subject to the terms and conditions of the Formation Agreement, Assignor hereby assigns to Assignee, as of the Effective Date:

a. All right, title and interest in and to the Marks, Registrations, and Applications, together with the goodwill of the business connected with the use of and symbolized by the Marks, arising under the federal, state and common law of the United States of America and applicable laws of U.S. Territories, including the right to register the Marks in Assignee's name in the United States of America as defined in this Assignment; and

b. All claims and rights associated with the Marks, Registrations, and Applications arising under the federal, state and common law of the United States of America and applicable laws of U.S. Territories, including the rights to bring and maintain any and all causes of action, claims and demands for infringements or other violations of rights in the Marks, Registrations or Applications arising under the federal, state, or common law of the United States of America or applicable laws of U.S. Territories, and to receive any and all damages or other recovery resulting therefrom (and Assignor hereby waives any right to receive any portion of such damages or other recovery).

2. Assignor and Assignee agree that, subject to the Assignee's right to use the Marks made available to the United States military facilities located in countries and territories other than the United States, Assignor retains all right, title and interest in the Marks, and any applications or registrations thereof, arising under the laws of all countries and territories other than the United States of America as defined in this Agreement, and further retains the exclusive rights to use the Marks in all countries and

Page 2 of 5, with attached Schedule A

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territories other than the United States of America as defined in this Assignment;

3. Assignor and Assignee agree that, subject to the Assignee's right to use the Marks made available to the United States military facilities located in countries and territories other than the United States, the terms of this Assignment shall not operate to transfer and assign to Assignee any rights in the Marks that arise out of the laws of any country (or state or other subdivision thereof) or territory other than the United States of America as defined in this Assignment, and shall not operate to confer upon Assignee any right to use any of the Marks in any country (or state or other subdivision thereof) or territory other than the United States of America as defined in this Assignment;

4. Assignor covenants that Assignor has the right to enter into this Assignment and further agrees, without further consideration, to cause such other lawful acts to be performed and such further assignments and other lawful documents to be executed, as Assignee may from time to time reasonably request to effect fully this Assignment and to permit Assignee to be duly recorded as the legal and record owner of each of the rights hereby conveyed.

5. This Agreement is intended to effect and evidence the consummation of certain transactions contemplated in the Formation Agreement. This Agreement is made without representation or warranty. This Agreement is subject in all respects to the provisions of the Formation Agreement and is not intended, and shall not be construed, in any way to enhance, expand, modify, amend, waive, limit or qualify any of the terms, conditions or provisions of the Formation Agreement, the terms, conditions and provisions of which are hereby incorporated herein by reference. In the event any provision herein conflicts with any provision of the Formation Agreement, the Formation Agreement shall be controlling.

IN WITNESS WHEREOF, the parties have caused this Agreement and Assignment to be duly executed by their authorized officers, effective as of the Effective Date.

BROWN & WILLIAMSON TOBACCO CORPORATION ("ASSIGNOR"),

by

[Handwritten signature of Timothy J. Hazlett]

Name: Timothy J. Hazlett
Title: Vice President and Secretary

STATE OF New York)

) :ss

COUNTY OF New York)

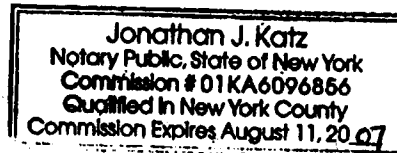
I do hereby certify that Timothy J. Hazlett, personally known to me to be the person who executed the foregoing document on behalf of Assignor, appeared before me this day in person and has acknowledged to me that he/she executed the Agreement and Assignment of his/her own free will and as the free will of Assignor, for the uses and purposes therein set forth.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed by Notarial Seal on this 30th day of July, 2004.

[Handwritten signature of Jonathan J. Katz]
Notary Public

My commission expires:

8/11/2007

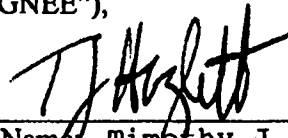


ACCEPTANCE

The undersigned Assignee hereby declares that it agrees to the terms of the foregoing Agreement and Assignment and accepts the foregoing Assignment under the terms thereof.

BROWN & WILLIAMSON U.S.A., INC.
("ASSIGNEE"),

by



Name: Timothy J. Hazlett
Title: Vice President
and Secretary

SCHEDULE A

TRADEMARKS - USA - TRANSFERRED ASSETS IN B&W TOBACCO CORP.'S NAME

Territory United States of America
Mark Name A Responsible Company in a Controversial Industry
Mark Type Slogan
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75701,637 **Filed Date** 06 May 1999
Registration No. 2,319,600 **Effective Date** 15 February 2000
Renewal Due. February 15, 2006 **File Name**
Int'l Class 42 **Anaqua ID** 20000479
Goods Spec. class 42:- providing information to the public about controversial issues in the tobacco industry and about registrant's behavior in the context of this controversy

NO IMAGE AVAILABLE

Territory United States of America
Mark Name Band to Band
Mark Type Word - Block Letters
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 76003,632 **Filed Date** 17 March 2000
Registration No. 2,486,308 **Effective Date** 04 September 2001
Renewal Due. September 04, 2007 **File Name**
Int'l Class 41 **Anaqua ID** 20000531
Goods Spec. class 41:- entertainment, namely, live music concerts

NO IMAGE AVAILABLE

Territory United States of America
Mark Name Band to Band Combat
Mark Type Word - Block Letters
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75711,673 **Filed Date** 21 May 1999
Registration No. 2,321,983 **Effective Date** 22 February 2000
Renewal Due. February 22, 2006 **File Name**
Int'l Class 41 **Anaqua ID** 20000487
Goods Spec. class 41:-entertainment, namely, live music concerts

NO IMAGE AVAILABLE

Territory United States of America
Mark Name Bright Ideas on Preventing Youth Smoking
Mark Type Word & Device
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75529,007 **Filed Date** 31 July 1998
Registration No. 2,344,124 **Effective Date** 18 April 2000
Renewal Due. April 18, 2006 **File Name** brightid.bmp
Int'l Class 16 **Anaqua ID** 20000308
Goods Spec. class 16:-periodical publications, namely, newsletters in the field of youth smoking prevention.

Bright Ideas

Territory United States of America
Mark Name Circuit Breaker
Mark Type Word - Block Letters
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75/278,050
Registration No. 2,144,715
Renewal Due.
Int'l Class 35
Goods Spec. For promoting the concerts of others

Filed Date 21 April 1997
Effective Date 17 March 1998
File Name
Anaqua ID 20000206

NO IMAGE AVAILABLE

Territory United States of America
Mark Name Circuit Breaker
Mark Type Word - Block Letters
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75/278,444
Registration No. 2,221,201
Renewal Due. February 02, 2005
Int'l Class 26
Goods Spec. Ornamental novelty pins

Filed Date 21 April 1997
Effective Date 02 February 1999
File Name
Anaqua ID 20000207

NO IMAGE AVAILABLE

Territory United States of America
Mark Name Circuit Breaker
Mark Type Word - Block Letters
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75/278,051
Registration No. 2,233,317
Renewal Due. March 23, 2005
Int'l Class 16
Goods Spec. Newspapers for general circulation and temporary tattoos

Filed Date 21 April 1997
Effective Date 23 March 1999
File Name
Anaqua ID 20000208

NO IMAGE AVAILABLE

Territory United States of America
Mark Name Circuit Breaker
Mark Type Word - Block Letters
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75/289,406
Registration No. 2,220,058
Renewal Due. January 26, 2005
Int'l Class 21
Goods Spec. Plastic cups

Filed Date 09 May 1997
Effective Date 26 January 1999
File Name
Anaqua ID 20000224

NO IMAGE AVAILABLE

Territory United States of America
Mark Name Consumer First
Mark Type Word & Device
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 76/299,074
Registration No. 2,718,633
Renewal Due. May 27, 2013
Int'l Class 35
Goods Spec. class 35:- For providing trade information to wholesale and retail dealers in cigarette products, about consumer dynamics in the cigarette industry.

Filed Date 13 August 2001
Effective Date 27 May 2003
File Name Consumer First 1st.bmp
Anaqua ID 20000684

Consumer First

Territory United States of America
Mark Name House Rewards
Mark Type Word - Block Letters
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 76/405,678
Registration No. 2,835,883
Renewal Due. April 27, 2014
Int'l Class 35
Goods Spec. class 35:- Merchandising services for inducing the purchasing public to buy the goods of others through a promotional gift redemption program

Filed Date 10 May 2002
Effective Date 27 April 2004
File Name
Anaqua ID 20000769

NO IMAGE AVAILABLE

Territory United States of America
Mark Name Kool
Mark Type Word & Device
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75/290,676
Registration No. 2,197,478
Renewal Due. October 20, 2004
Int'l Class 41
Goods Spec. class 41:-entertainment in the nature of sponsorship of auto racing events

Filed Date 12 May 1997
Effective Date 20 October 1998
File Name kool082.bmp
Anaqua ID 20000231



Territory United States of America
Mark Name Kool Green Gold
Mark Type Word & Device
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75/290,100
Registration No. 2,201,116
Renewal Due. November 03, 2004
Int'l Class 16, 18, 20, 25
Goods Spec. class 16:- diaries, pens, notepads, and writing paper

Filed Date 12 May 1997
Effective Date 03 November 1998
File Name 20000233.bmp
Anaqua ID 20000234



class 20:-non-metal key chains
class 25:-shirts, sweaters, and caps
class 16:- diaries, pens, notepads, and writing paper
class 18:-travel bags and fanny packs
class 20:-non-metal key chains
class 25:-shirts, sweaters, and caps

Territory United States of America
Mark Name Kool Green Gold
Mark Type Word & Device
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75/290,102
Registration No. 2,197,471
Renewal Due. October 20, 2004
Int'l Class 41
Goods Spec. class 41:-entertainment in the nature of sponsorship of auto racing events

Filed Date 12 May 1997
Effective Date 20 October 1998
File Name 20000233.bmp
Anaqua ID 20000235



Territory United States of America
Mark Name Kool Interlocking O's (solid)
Mark Type Device
Owner Brown & Williamson Tobacco Corporation
Status Application
Application No. 76/405,857
Registration No.
Renewal Due.
Filed Date 10 May 2002
Effective Date
File Name kool interlocking o's
20000718.bmp
Anaqua ID 20000770
Int'l Class 35
Goods Spec. class 35:- mail order catalog services featuring items for redemption



* **Territory** United States of America
Mark Name Kool Jazz
Mark Type Word - Block Letters
Owner Brown & Williamson Tobacco Corporation
Status Application
Application No. 78/325,956
Registration No.
Renewal Due.
Filed Date 11 November 2003
Effective Date
File Name
Anaqua ID 81025547
Int'l Class 41
Goods Spec. Entertainment services, mainly conducting musical events

NO IMAGE
AVAILABLE

* **Territory** United States of America
Mark Name Kool Jazz Festival
Mark Type Word - Block Letters
Owner Brown & Williamson Tobacco Corporation
Status Application
Application No. 78/326,059
Registration No.
Renewal Due.
Filed Date 11 November 2003
Effective Date
File Name
Anaqua ID 81025546
Int'l Class 41
Goods Spec. Entertainment services, mainly conducting musical events

NO IMAGE
AVAILABLE

Territory United States of America
Mark Name Kool Mixx
Mark Type Word - Block Letters
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 76/145,201
Registration No. 2,671,050
Renewal Due. January 07, 2013
Filed Date 12 October 2000
Effective Date 07 January 2003
File Name
Anaqua ID 20000572
Int'l Class 41
Goods Spec. class 41:-providing live disc jockey music performances for special events

NO IMAGE
AVAILABLE

Territory United States of America
Mark Name Kool Racing
Mark Type Word - Block Letters
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75/548,567
Registration No. 2,265,093
Renewal Due. July 27, 2005
Filed Date 08 September 1998
Effective Date 27 July 1999
File Name
Anaqua ID 20000439
Int'l Class 41
Goods Spec. class 41:- entertainment services in the nature of sponsorship of auto racing events in international class 41

NO IMAGE
AVAILABLE

Territory United States of America
Mark Name Live Big
Mark Type Word - Block Letters
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75/449,451
Registration No. 2,267,784
Renewal Due. August 03, 2005
Int'l Class 42
Goods Spec. class 42:- promoting youth awareness and action among youth regarding smoking avoidance and smoking cessation

Filed Date 12 March 1998
Effective Date 03 August 1999
File Name
Anaqua ID 20000282

NO IMAGE AVAILABLE


Territory United States of America
Mark Name Lucky Strike
Mark Type Word - Block Letters
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 74/480,089
Registration No. 1,980,028
Renewal Due. June 11, 2002
Int'l Class 25
Goods Spec. Men's and women's clothing; namely, T-shirts and denim jackets

Filed Date 14 January 1994
Effective Date 11 June 1996
File Name
Anaqua ID 180321

NO IMAGE AVAILABLE

Territory United States of America
Mark Name Lucky Strike And Design
Mark Type Word & Device
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 74/427,868
Registration No. 1,958,740
Renewal Due. February 13, 2002
Int'l Class 25
Goods Spec. Men's and women's clothing, namely, T-shirts and denim jackets

Filed Date 20 August 1993
Effective Date 13 February 1996
File Name lucks174.bmp
Anaqua ID 180317



Territory United States of America
Mark Name Play On The House
Mark Type Word - Block Letters
Owner Brown & Williamson Tobacco Corporation
Status Application
Application No. 76/429,149
Registration No.
Renewal Due.
Int'l Class 41
Goods Spec. class 41:- entertainment in the nature of playing card tournaments

Filed Date 11 July 2002
Effective Date
File Name
Anaqua ID 20000782

NO IMAGE AVAILABLE

Territory United States of America
Mark Name Real Edge
Mark Type Word - Block Letters
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75/698,350
Registration No. 2,417,004
Renewal Due. January 02, 2007
Int'l Class 16
Goods Spec. class 16:- periodical publication, namely, magazines featuring articles of general interest to adult males with an emphasis on adventure and entertainment

Filed Date 05 May 1999
Effective Date 02 January 2001
File Name
Anaqua ID 20000474

NO IMAGE AVAILABLE


Territory United States of America
Mark Name Spades Slam
Mark Type Word - Block Letters
Owner Brown & Williamson Tobacco Corporation
Status Application
Application No. 76/405,495
Registration No.
Renewal Due.
Int'l Class 41
Goods Spec. class 41:-entertainment in the nature of playing card tournaments.

Filed Date 10 May 2002
Effective Date
File Name
Anaqua ID 20000767

NO IMAGE AVAILABLE

Territory United States of America
Mark Name T2
Mark Type Word & Device
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 76/851,538
Registration No. 2,484,504
Renewal Due. September 04, 2007
Int'l Class 41
Goods Spec. class 41:-conducting employee incentive award and awareness programs to promote on the job safety

Filed Date 15 November 1999
Effective Date 04 September 2001
File Name t2circ.bmp
Anaqua ID 20000511



NO IMAGE AVAILABLE


Territory United States of America
Mark Name Team Kool Green
Mark Type Word - Block Letters
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75/290,675
Registration No. 2,201,119
Renewal Due. November 03, 2004
Int'l Class 41
Goods Spec. class 41:-entertainment in the nature of sponsorship of auto racing events

Filed Date 12 May 1997
Effective Date 03 November 1998
File Name
Anaqua ID 20000232

NO IMAGE AVAILABLE

Territory United States of America
Mark Name Team Kool Green (Race Car)
Mark Type Word & Device
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75/476,804
Registration No. 2,309,891
Renewal Due. January 18, 2006
Int'l Class 16
Goods Spec. class 16:-notepads

Filed Date 29 April 1998
Effective Date 18 January 2000
File Name tkgreen.bmp
Anaqua ID 20000287



NO IMAGE AVAILABLE

Territory United States of America
Mark Name Team Kool Green (Race Car)
Mark Type Word & Device
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75/476,699
Registration No. 2,319,833
Renewal Due. February 15, 2006
Int'l Class 41
Goods Spec. class 41:-entertainment in the nature of auto racing events



Territory United States of America
Mark Name Team Kool Green (Race Car)
Mark Type Word & Device
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75/476,645
Registration No. 2,330,281
Renewal Due. March 14, 2006
Int'l Class 25
Goods Spec. class 25:-shorts, shirts, jackets, vests, sweaters, and caps



Territory United States of America
Mark Name Team Kool Green (Race Car)
Mark Type Word & Device
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75/476,644
Registration No. 2,330,207
Renewal Due. April 04, 2006
Int'l Class 18
Goods Spec. class 18:-fanny packs and travel bags



Territory United States of America
Mark Name Team Kool Green (Race Car)
Mark Type Word & Device
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75/476,451
Registration No. 2,394,628
Renewal Due. October 17, 2006
Int'l Class 21
Goods Spec. class 21:- insulated beverage containers and drinking glasses



Territory United States of America
Mark Name Team Kool Green (Race Car)
Mark Type Word & Device
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75/861,624
Registration No. 2,431,231
Renewal Due. February 27, 2007
Int'l Class 6
Goods Spec. class 6:- metal key chains



Territory United States of America
Mark Name The Art of Simple Living
Mark Type Word & Device
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75/926,352
Registration No. 2,475,404
Renewal Due. August 07, 2007
Int'l Class 16
Goods Spec. class 16:- a general interest magazine for women

Filed Date 23 February 2000
Effective Date 07 August 2001
File Name theartof.bmp
Anaqua ID 20000529



Territory United States of America
Mark Name Tobacco 101
Mark Type Word & Device
Owner Brown & Williamson Tobacco Corporation
Status Application
Application No. 78/258,573
Registration No.
Renewal Due.
Int'l Class 9
Goods Spec. Pre-recorded compact discs featuring instructional material in the field of tobacco sales

Filed Date 05 June 2003
Effective Date
File Name
Anaqua ID 81016867



Territory United States of America
Mark Name Ventilation Plus Cleaner Air For Everyone's Comfort
Mark Type Word & Device
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75/542,478
Registration No. 2,494,676
Renewal Due. October 02, 2007
Int'l Class 42
Goods Spec. class 42: promoting the services of the air purification industry for providing comfortable smoking areas with good air quality through the distribution of audio-visual promotional materials.

Filed Date 25 August 1998
Effective Date 02 October 2001
File Name venti322.bmp
Anaqua ID 20000324



Territory United States of America
Mark Name Wake Up Live Big
Mark Type Device
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 75/697,854
Registration No. 2,480,889
Renewal Due. June 19, 2007
Int'l Class 42
Goods Spec. class 42:- promoting youth awareness and action regarding smoking avoidance and smoking cessation.

Filed Date 04 May 1999
Effective Date 19 June 2001
File Name livebig.bmp
Anaqua ID 20000477



Territory United States of America
Mark Name Your Hit Parade
Mark Type Word - Stylised Letters
Owner Brown & Williamson Tobacco Corporation
Status Registered
Application No. 71/632,547
Registration No. 601,451
Renewal Due. January 25, 2005
Int'l Class 41
Goods Spec. Entertainment services rendered through the medium of musical radio and television broadcast programs

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