

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Max Rohr, Inc.		11/15/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Santa Clara, Inc.
Street Address:	301 Route 10 East
City:	Whippany
State/Country:	NEW JERSEY
Postal Code:	07981
Entity Type:	CORPORATION: NORTH CAROLINA

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	2207506	CIGAR MANIA

CORRESPONDENCE DATA	
Fax Number:	(914)683-6956
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	914-949-2700
Email:	tbailey@bpslaw.com
Correspondent Name:	Thomas G. Bailey, Jr.
Address Line 1:	One North Lexington Avenue
Address Line 2:	Bleakley Platt & Schmidt, LLP
Address Line 4:	White Plains, NEW YORK 10601

ATTORNEY DOCKET NUMBER:	CIGAR MANIA ASSIGNMENT
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NAME OF SUBMITTER:	Leah R. Pizer
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ASSIGNMENT

WHEREAS, MAX ROHR, INC. is a Delaware corporation, with its principal offices located at 300 Delaware Avenue, Wilmington, Delaware 19801.

WHEREAS, MAX ROHR, INC. (hereinafter referred to as "ASSIGNOR") owns the CIGAR MANIA trademark, and the registration thereof, 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 trademarks; and

WHEREAS, SANTA CLARA, INC. ("Assignee") is a North Carolina corporation with principal offices located at 301 Route 10 East, Whippany, NJ 07981 and is desirous of acquiring the aforesaid trademark, registration thereof and goodwill.

NOW, THEREFORE, that 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 thereof 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 trademarks.

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

AGRRED and ACCEPTED:

<p>MAX ROHR, INC. By: <u>[Signature]</u> Title: <u>SR VP Sales & Marketing</u> Date: <u>11-15-04</u></p>	<p>SANTA CLARA, INC. By: <u>[Signature]</u> Title: <u>CFO</u> Date: <u>10/28/04</u></p>
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SCHEDULE A

REGISTERED TRADEMARK

REGISTRAITON NO.

REGISTRATION DATE

CIGAR MANIA

2207506

12/1/98