

10-19-2005

DEPARTMENT OF COMMERCE
Patent and Trademark Office

10/14/05

RECORDAT
TRADI



103102679

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

QuikTrip West, Incorporated

- Individual(s)
- General Partnership
- Corporation- State: Kansas
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) October 10, 2005

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

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Eve Holdings Inc.

Internal Address: 209 Baynard Building

Street Address: 3411 Silverside Road

City: Wilmington

State: Delaware

Country: USA Zip: 19810

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other _____

Citizenship _____
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)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,821,601

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

BRONSON

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

Name: Victoria Spier Evans

Internal Address: P.O. Box 13818

Street Address: One Park Drive, Suite 150

City: Research Triangle Park

State: North Carolina Zip: 27709

Phone Number: 919-990-3590

Fax Number: 919-990-3505

Email Address: vspierevans@lvbrands.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

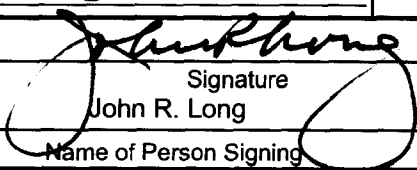
8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____

Authorized User Name _____

9. Signature:


Signature
John R. Long
Name of Person Signing

October 12, 2005

Date

Total number of pages including cover sheet, attachments, and document: 2

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

10/18/2005 EC:OOPER 00000232 1821601

01 FC:8521

(40.00 OP)

TRADEMARK
REEL: 003236 FRAME: 0660

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into as of October 4, 2005, by QuikTrip West, Incorporated, a Kansas corporation with an address at 4705 South 129th East Avenue, Tulsa, Oklahoma 74134 ("Assignor"), to and in favor of Eve Holdings Inc., a Delaware corporation with an address at 209 Baynard Building, 3411 Silverside Road, Wilmington, Delaware 19810 ("Assignee").

WHEREAS, Assignor owns all right, title, and interest in and to the trademark BRONSON for use on or in connection with cigarettes in the United States, including the registration thereof in the United States Patent and Trademark Office (Registration Number 1,821,601), and the goodwill of the business connected with the use of and symbolized by said trademark; and

WHEREAS, Assignee desires to acquire all right, title, and interest in and to said trademark and registration thereof, and the goodwill of the business connected with the use of and symbolized by said trademark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, transfers, conveys, and assigns to Assignee all right, title, and interest in and to the trademark BRONSON, together with the goodwill of the business connected with the use of and symbolized by said trademark, and the right to sue for any and all past infringements of said trademark.

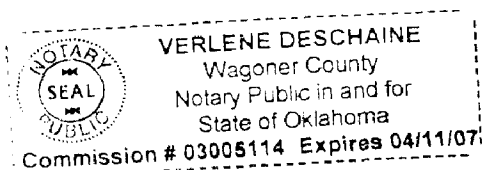
IN WITNESS WHEREOF, Assignor has caused this instrument to be executed in its name and on its behalf by an authorized officer of Assignor, as of the date first written above.

QUIKTRIP WEST, INCORPORATED

By: E. Michael Stanford
Name: E. Michael Stanford
Title: Vice Pres.

STATE OF Oklahoma
COUNTY OF Tulsa

I, Verlene Deschaine, a Notary Public of the aforesaid county and state, do hereby certify that E. Michael Stanford personally appeared before me this 10th day of October, 2005, and being first duly sworn acknowledged that he is the Vice President of QuikTrip West, Incorporated, that he signed the foregoing instrument in the name of and as the act of said corporation, and that he had proper authority to do so.



Verlene Deschaine
Notary Public
My commission expires: 4-11-07