

# TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
Name	Formerly	Execution Date	Entity Type
RBJ Sales, Inc.		04/03/2006	CORPORATION: TENNESSEE
Stoker, Inc.		04/03/2006	CORPORATION: TENNESSEE
Fred Stoker & Sons, Inc.		04/03/2006	CORPORATION: TENNESSEE
<b>RECEIVING PARTY DATA</b>			
Name:	National Tobacco Company, L.P.		
Composed Of:	COMPOSED OF the general partner National Tobacco Finance Corporation, a Delaware corporation		
Street Address:	257 Park Avenue South		
Internal Address:	7th Floor		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10010		
Entity Type:	LIMITED PARTNERSHIP: DELAWARE		
<b>PROPERTY NUMBERS Total: 16</b>			
Property Type	Number	Word Mark	
Registration Number:	2740903	FRED'S CHOICE	
Registration Number:	3028098	OUR PRIDE	
Serial Number:	78634570	FRED STOKER & SONS, INC.	
Serial Number:	78232275	FRED'S CHOICE	
Serial Number:	78635686	NO. 1	
Serial Number:	78635724	NUMBER 2	
Serial Number:	78635739	NUMBER 2	
Serial Number:	78636105	RBJ SALES, INC.	
Serial Number:	78635666	STOKER'S	
Serial Number:	78635702	STOKER'S NO. 1	

CH \$415.00 2740903

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**TRADEMARK**  
**REEL: 003286 FRAME: 0642**

Serial Number:	78635752	STOKER'S NUMBER 2
Registration Number:	1817067	24C
Registration Number:	1817068	L-50
Registration Number:	2359709	STOKER'S CLASSIC
Registration Number:	2381424	TEQUILA SUNRISE
Registration Number:	2027975	TENNESSEE CHEW

#### CORRESPONDENCE DATA

Fax Number: (502)540-2268

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

Phone: 502/587-3707

Email: abb@gdm.com

Correspondent Name: Amy B. Berge

Address Line 1: 101 South Fifth Street

Address Line 2: 3500 National City Tower

Address Line 4: Louisville, KENTUCKY 40202

ATTORNEY DOCKET NUMBER:	018275.047411
NAME OF SUBMITTER:	Amy B. Berge
Signature:	/Amy B. Berge/
Date:	04/11/2006

#### Total Attachments: 4

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## ASSIGNMENT

THIS ASSIGNMENT, dated as of April 3, 2006, is from RBJ Sales, Inc., a Tennessee corporation, whose address is 3846 Sharon Highway 89, Dresden, Tennessee 38225-0588; Stoker, Inc., a Tennessee corporation, whose address is 201 W. North Street, Dresden, Tennessee 38225-1130; and Fred Stoker & Sons, Inc., a Tennessee corporation, whose address is P.O. Box 707, Dresden, Tennessee 38225-0707 (each individually "Assignor" and collectively, "Assignors"), to National Tobacco Company, L.P., a Delaware Limited Partnership, with a business address of 257 Park Avenue South, 7th Floor, New York, New York 10010 ("Assignee").

### WITNESSETH:

WHEREAS, Assignor RBJ Sales, Inc. has adopted and used, is using and is the owner of the following marks which are registered in the United States Patent and Trademark Office:

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>
FRED'S CHOICE	2,740,903	July 29, 2003
OUR PRIDE	3,028,098	December 13, 2005

WHEREAS, Assignee is desirous of acquiring said marks and the registrations therefor;

WHEREAS, Assignor RBJ Sales, Inc. has adopted and used, is using and is the owner of the following marks for which applications are pending in the United States Patent and Trademark Office:

<u>MARK</u>	<u>APPLICATION NO.</u>	<u>FILED</u>
FRED STOKER & SONS, INC.	78/634,570	May 23, 2005
FRED'S CHOICE (Stylized)	78/232,275	April 1, 2003
NO. 1	78/635,686	May 24, 2005
NUMBER 2	78/635,724	May 24, 2005
NUMBER 2 (Stylized)	78/635,739	May 24, 2005
RBJ SALES, INC. & Design	78/636,105	May 24, 2005
STOKER'S	78/635,666	May 24, 2005
STOKER'S NO. 1	78/635,702	May 24, 2005
STOKER'S NUMBER 2	78/635,752	May 24, 2005

WHEREAS, Assignee is desirous of acquiring said marks and the applications therefor;

WHEREAS, Assignor Stoker, Inc. has adopted and used, is using and is the owner of the following marks which are registered in the United States Patent and Trademark Office:

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>
24C	1,817,067	January 18, 1994
L-50	1,817,068	January 18, 1994
STOKER'S CLASSIC	2,359,709	June 20, 2000
TEQUILA SUNRISE	2,381,424	August 29, 2000

WHEREAS, Assignee is desirous of acquiring said marks and the registrations therefor;

WHEREAS, Assignor Fred Stoker & Sons, Inc. has adopted and used, is using and is the owner of the following mark which is registered in the United States Patent and Trademark Office:

<u>MARK</u>	<u>REGISTRATION NO.</u>	<u>REGISTRATION DATE</u>
TENNESSEE CHEW	2,027,975	December 31, 1996

WHEREAS, Assignee is desirous of acquiring said mark and the registration therefor;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignors do hereby assign unto Assignee all of their right, title and interest in and to said marks identified herein, together with the good will of the business symbolized by said marks, and the above-identified registrations and applications to register said marks therefor.

**RBJ SALES, INC.**

Assignor

By: LeAnne Moore  
 Name: LeAnne Moore  
 Title: Asst. General Counsel

**STOKER, INC.**

Assignor

By: LeAnne Moore  
 Name: LeAnne Moore  
 Title: Asst. General Counsel

**FRED STOKER & SONS, INC.**

Assignor

By: LeAnne Moore  
 Name: LeAnne Moore  
 Title: Asst. General Counsel

ACCEPTANCE

The undersigned hereby declares that it has accepted the foregoing Assignment on behalf of Assignee.

NATIONAL TOBACCO COMPANY, L.P.  
Assignee

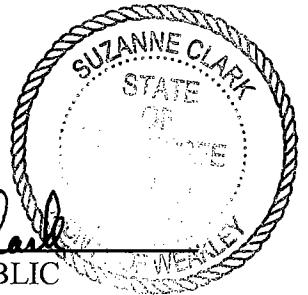
By Suzanne Moore  
Name: LeAnne Moore  
Title: Asst. General Counsel

STATE OF Tennessee )  
 ) SS:  
COUNTY OF Weakley )

The foregoing instrument was acknowledged before me this 3rd day of April <sup>2006</sup>, by LeAnne Moore, Asst. Gen. Counsel of Assignor RBJ, Sales, Inc., on behalf of the corporation.

My commission expires: June 2, 2008

Suzanne Clark  
NOTARY PUBLIC

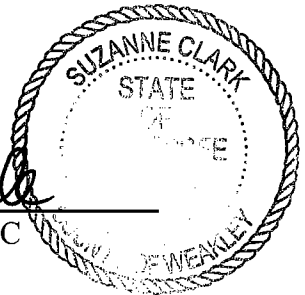


STATE OF Tennessee )  
 ) SS:  
COUNTY OF Weakley )

The foregoing instrument was acknowledged before me this 3rd day of April <sup>2006</sup>, by LeAnne Moore, Asst. Gen. Counsel of Assignor Stoker, Inc., on behalf of the corporation.

My commission expires: June 2, 2008

Suzanne Clark  
NOTARY PUBLIC

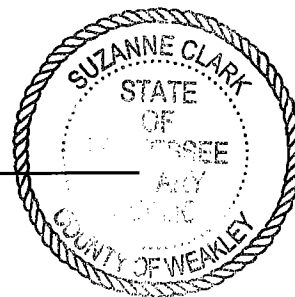


STATE OF Tennessee )  
 ) SS:  
COUNTY OF Weakley )

The foregoing instrument was acknowledged before me this 3rd day of April <sup>2006</sup>, by Suzanne Moore, Asst. Gen. Counsel of Assignor Fred Stoker & Sons, Inc., on behalf of the corporation.

My commission expires: June 2, 2008.

Suzanne Clark  
NOTARY PUBLIC



STATE OF Tennessee )  
 ) SS:  
COUNTY OF Weakley )

The foregoing instrument was acknowledged before me this 3rd day of April <sup>2006</sup>, by Suzanne Moore, Asst. Gen. Counsel of Assignee National Tobacco Company, L.P., on behalf of the company.

My commission expires: June 2, 2008.

Suzanne Clark  
NOTARY PUBLIC

