

## TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

|  |  |                |                        |
|--|--|----------------|------------------------|
| SUBMISSION TYPE:   | NEW ASSIGNMENT   |                |                        |
| NATURE OF CONVEYANCE:  | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL   |                |                        |
| CONVEYING PARTY DATA   |  |                |                        |
| Name   | Formerly   | Execution Date | Entity Type            |
| RBJ Sales, Inc.  |  | 05/17/2006     | CORPORATION: TENNESSEE |
| RECEIVING PARTY DATA   |  |                |                        |
| Name:  | National Tobacco Company, L.P.   |                |                        |
| Composed Of:   | COMPOSED OF the general partner National Tobacco Finance Corporation, a Delaware corporation |                |                        |
| Street Address:  | 3029 West Muhammad Ali Boulevard   |                |                        |
| City:  | Louisville   |                |                        |
| State/Country:   | KENTUCKY   |                |                        |
| Postal Code:   | 40212  |                |                        |
| Entity Type:   | LIMITED PARTNERSHIP: DELAWARE  |                |                        |
| PROPERTY NUMBERS Total: 1  |  |                |                        |
| Property Type  | Number   | Word Mark      |                        |
| Serial Number:   | 78765793   | BLACK MOUNTAIN |                        |
| CORRESPONDENCE DATA  |  |                |                        |
| Fax Number:  | (502)540-2268  |                |                        |
| <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> |  |                |                        |
| 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/   |                |                        |

TRADEMARK

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REEL: 003321 FRAME: 0791

CH \$40.00 78765793

Date:

06/05/2006

Total Attachments: 2

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## ASSIGNMENT

THIS ASSIGNMENT, dated as of May 17, 2006, is from RBJ Sales, Inc., a Tennessee corporation, whose address is 3846 Sharon Highway 89, Dresden, Tennessee 38225-0588 ("Assignor"), 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 mark for which an application is pending in the United States Patent and Trademark Office:

MARK  
BLACK MOUNTAIN

APPLICATION NO.  
78/765,793

FILED  
December 2, 2005

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

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all of its right, title and interest in and to said mark identified herein, together with the good will of the business symbolized by said mark, and the above-identified application to register said mark therefor.

**RBJ SALES, INC.**  
Assignor

By: LeAnne Moore  
Name: LeAnne Moore  
Title: Assistant General Counsel

## ACCEPTANCE

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

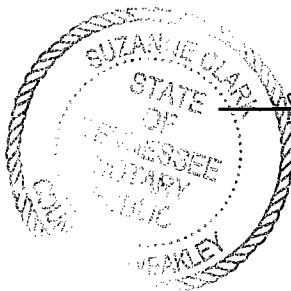
**NATIONAL TOBACCO COMPANY, L.P.**  
Assignee

By: LeAnne Moore  
Name: LeAnne Moore  
Title: Assistant General Counsel

STATE OF Tennessee )  
 ) SS:  
COUNTY OF Weakley )

The foregoing instrument was acknowledged before me this May 17<sup>th</sup>, 2006, by Selene Moore, Assistant General Counsel of Assignor RBJ, Sales, Inc., on behalf of the corporation.

My commission expires: June 2, 2008.

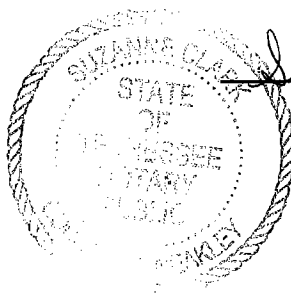


Suzanne Clark  
NOTARY PUBLIC

STATE OF Tennessee )  
 ) SS:  
COUNTY OF Weakley )

The foregoing instrument was acknowledged before me this May 17<sup>th</sup>, 2006, by Selene Moore, Assistant General Counsel of Assignee National Tobacco Company, L.P., on behalf of the company.

My commission expires: June 2, 2008.



Suzanne Clark  
NOTARY PUBLIC