

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
J.C. Newman Cigar Co.		05/31/2006	CORPORATION: FLORIDA
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: 7			
Property Type	Number	Word Mark	
Registration Number:	2260584	DA VINCI	
Registration Number:	2277700	DA VINCI MADONNA	
Registration Number:	2277692	DA VINCI MONALISA	
Registration Number:	2277693	DA VINCI GINEVRA DE BENCI	
Registration Number:	2277701	DA VINCI RENAISSANCE	
Registration Number:	2277684	DA VINCI LEONARDO	
Registration Number:	2277699	DA VINCI CIGARS	
CORRESPONDENCE DATA			
Fax Number:	(914)683-6956		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	9149492700		
Email:	tbailey@bpslaw.com		
Correspondent Name:	Thomas G. Bailey,Jr.		
Address Line 1:	One North Lexington Avenue		
Address Line 4:	White Plains, NEW YORK 10601		

OP \$190.00 2260584

NAME OF SUBMITTER:	Thomas G. Bailey, Jr.
Signature:	/Thomas G. Bailey, Jr./
Date:	03/01/2007
Total Attachments: 3 source=DA.VINCI.ASSIGNMENTS#page1.tif source=DA.VINCI.ASSIGNMENTS#page2.tif source=DA.VINCI.ASSIGNMENTS#page3.tif	

ASSIGNMENT

WHEREAS, J.C. NEWMAN CIGAR CO., a Florida corporation with its principal offices located at 2701 Sixteenth Street, Tampa, Florida (hereinafter referred to as "Assignor"), owns the DA VINCI trademarks, and the registrations therefor, as depicted in Schedule A attached hereto, along with the goodwill of the business in connection with which said trademarks are used and which is symbolized by said trademarks; and

WHEREAS, SANTA CLARA, INC., a North Carolina corporation with its principal offices located at c/o MC MANAGEMENT, INC., 301 Route 10 East, Whippany, NJ 07981 (hereinafter referred to as "Assignee"), is desirous of acquiring the aforesaid trademarks, the registrations therefor and goodwill.

NOW, THEREFORE, 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 trademarks and registrations therefor depicted in Schedule A attached to this Assignment, including the right to bring actions for infringements of said trademarks 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 duly authorized representative.

J.C. NEWMAN CIGAR CO.

By: *Stanford J. Newman*

Name: Stanford J. Newman

Title: Chairman of the Board

Date: *May 31, 2006*

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SCHEDULE A

<u>REGISTERED TRADEMARK</u>	<u>REGISTRAITON NO.</u>	<u>REGISTRATION DATE</u>
DA VINCI	2,260,584	7/13/99
DA VINCI MADONNA	2,277,700	9/14/99
DA VINCI MONALISA	2,277,692	9/14/99
DA VINCI CECILIA GALLERANI	2,277,702	9/14/99
DA VINCI GINEVRA DE BENCI	2,277,693	9/14/99
DA VINCI RENAISSANCE	2,277,701	9/14/99
DA VINCI LEONARDO	2,277,684	9/14/99
DA VINCI CIGARS	2,277,699	9/14/99