

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Santa Clara, Inc.		02/12/2007	CORPORATION:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Barrington Jamaica Imports, Ltd.		
<b>Street Address:</b>	70a Greenwich Avenue		
<b>Internal Address:</b>	Suite 200		
<b>City:</b>	New York		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	10011		
<b>Entity Type:</b>	CORPORATION:		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2932860	PRIDE OF JAMAICA	
Registration Number:	2895666	JAMAICA HERITAGE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(212)697-3004		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	2126972800		
<b>Email:</b>	joesofer@soferharoun.com		
<b>Correspondent Name:</b>	Joseph Sofer, Esq.		
<b>Address Line 1:</b>	317 Madison Avenue		
<b>Address Line 2:</b>	Suite 910		
<b>Address Line 4:</b>	New York, NEW YORK 10017		
<b>ATTORNEY DOCKET NUMBER:</b>	1069-003L		
<b>NAME OF SUBMITTER:</b>	Joseph Sofer, Esq.		

CH \$65.00 2932860

Signature:

/Joseph Sofer/

Date:

03/08/2007

Total Attachments: 2

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## TRADEMARK ASSIGNMENT

This Assignment ("Assignment") is made effective as of February 12, 2007 from Santa Clara, Inc. a North Carolina corporation ("ASSIGNOR"), To Barrington Jamaica Imports, Ltd. a Delaware Corporation ("ASSIGNEE"):

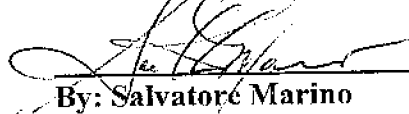
WHEREAS, ASSIGNOR desires to convey, transfer, assign, deliver, and contribute to ASSIGNEE all of its right, title, and interest in and to the Marks and the Property, together with the corresponding goodwill associated with distributing cigars bearing the marks set forth.

NOW, THEREFORE, in consideration of the payment of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Marks and the Property, together with (1) the goodwill of the business relating to the Products in respect upon which the Marks are used and for which they are registered: (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks: and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

ASSIGNOR further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Marks and the Property.

IN WITNESS WHEREOF, ASSIGNOR has duly executed under seal and delivered this Assignment, as of the day and year first above written.

**Santa Clara, Inc.**



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**By: Salvatore Marino**

**Title: Chief Financial Officer**

**TRADEMARK**

**REEL: 003495 FRAME: 0984**

**EXHIBIT A**  
**TRADEMARKS**

<b>MARK</b>	<b>REGISTRATION NO.</b>
1. PRIDE OF JAMICA	2932860
2. JAMAICA HERITAGE	2895666