

**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>
Altria Corporate Services, Inc.		06/13/2007	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Philip Morris USA Inc.		
<b>Street Address:</b>	6601 West Broad Street		
<b>City:</b>	Richmond		
<b>State/Country:</b>	VIRGINIA		
<b>Postal Code:</b>	23230		
<b>Entity Type:</b>	CORPORATION: VIRGINIA		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2501363	SMOKING PLACE IN OVAL DESIGN	
<b>Registration Number:</b>	2495500	A SMOKING PLACE	
<b>Registration Number:</b>	2655353	WORKING TO MAKE A DIFFERENCE. THE PEOPLE OF PHILIP MORRIS.	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(914)272-4551		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	804-484-8796		
<b>Email:</b>	alisa.d.hurlburt@pmusa.com		
<b>Correspondent Name:</b>	Alisa D. Hurlburt		
<b>Address Line 1:</b>	6601 West Broad Street		
<b>Address Line 2:</b>	Law Department -- HQ 2nd Floor		
<b>Address Line 4:</b>	Richmond, VIRGINIA 23230		
<b>ATTORNEY DOCKET NUMBER:</b>	ALTRIA TM ASSIGN (3 REGS)		
<b>NAME OF SUBMITTER:</b>	Alisa D. Hurlburt		

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Signature:

/Alisa D. Hurlburt/

Date:

06/15/2007

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, Altria Corporate Services, Inc., a New York corporation ("Assignor"), is the owner of all right, title, and interest in and to the trademarks SMOKING PLACE IN OVAL DESIGN, U.S. Registration No. 2501363, A SMOKING PLACE & Design, U.S. Registration No. 2495500, and WORKING TO MAKE A DIFFERENCE. THE PEOPLE OF PHILIP MORRIS, U.S. Registration No. 2655353 as listed on the Attached Schedule A (collectively, "the Marks");

WHEREAS, Philip Morris USA Inc., a Virginia corporation ("Assignee"), desires to acquire all of Assignor's rights in and to the Marks and the corresponding registrations;

NOW, THEREFORE, for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged, Assignor hereby assigns, transfers and conveys to the Assignee, the entire right, title, and interest in and to the Marks, the registrations therefor, and the goodwill of the business symbolized by the Marks, including the right to sue for and receive all damages accruing from past infringement of the Marks.

The undersigned agrees to take all actions and execute additional documents as necessary or reasonable to assign, transfer, perfect, and record the rights of Assignee in and to the Marks and the registrations.

This assignment shall be binding on the parties, their successors and/or assigns, and all others acting by, through, with or under their direction, and all those in privity therewith.

IN WITNESS WHEREOF, Assignor has executed this assignment effective as of this 13<sup>th</sup> day of June, 2007.



ALTRIA CORPORATE SERVICES, INC.

By: Laurie P. Duprier

Name: Laurie P. Duprier

Title: Vice President & Associate  
General Counsel

**Schedule A**

<b>MARK</b>	<b>REGISTRATION NO.</b>
 <p>SMOKING PLACE IN OVAL DESIGN</p>	2501363
 <p>A SMOKING PLACE</p>	2495500
<p>WORKING TO MAKE A DIFFERENCE. THE PEOPLE OF PHILIP MORRIS.</p>	2655353