

**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.		06/29/2007	CORPORATION: NORTH CAROLINA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	800-JR Cigar, Inc.		
<b>Street Address:</b>	301 Route 10 East		
<b>City:</b>	Whippany		
<b>State/Country:</b>	NEW JERSEY		
<b>Postal Code:</b>	07981		
<b>Entity Type:</b>	CORPORATION: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77177305	WORLD'S LARGEST CIGAR STORE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(914)683-6956		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	9149492700		
<b>Email:</b>	tbailey@bpslaw.com		
<b>Correspondent Name:</b>	Thomas G. Bailey, Jr.		
<b>Address Line 1:</b>	One North Lexington Avenue		
<b>Address Line 4:</b>	White Plains, NEW YORK 10601		
<b>NAME OF SUBMITTER:</b>	Thomas G. Bailey, Jr.		
<b>Signature:</b>	/Thomas G. Bailey, Jr./		
<b>Date:</b>	06/29/2007		

OP \$40.00 77177305

Total Attachments: 1

**900080583**

**TRADEMARK  
 REEL: 003571 FRAME: 0184**



ASSIGNMENT

**WHEREAS**, Santa Clara, Inc., is a North Carolina corporation with principal offices located at 301 Route 10 East, Whippany, New Jersey 07981.

**WHEREAS**, Santa Clara, Inc. (hereinafter referred to as "ASSIGNOR") is the Applicant for the trademark WORLD'S LARGEST CIGAR STORE and serial number 77177305 thereof, along with the goodwill of the business in connection with which said trademark is used and which is symbolized by said trademark; and

**WHEREAS**, 800-JR Cigar, Inc. is a Delaware corporation with principal offices located at 301 Route 10 East, Whippany, New Jersey 07981 (hereinafter referred to as "ASSIGNEE"), and is desirous of acquiring the aforesaid trademark, any registration thereof 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, said ASSIGNOR by these presents sells, transfers, conveys and assigns unto said ASSIGNEE, the entire right, title and interest in and to the said trademark and the registration thereof, together with all rights to recover for past misuse or infringement of said trademark and the goodwill of the business in connection with which said trademark is used and which is symbolized by said trademark.

Santa Clara, Inc.

By: 

Salvatore Marino  
Chief Financial Officer

Dated: June 15, 2007