

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
National Tobacco Company, LP		01/29/2008	Limited Liability Partnership: DELAWARE
RECEIVING PARTY DATA			
Name:	North Atlantic Operating Company, Inc.		
Street Address:	3029 Muhammad Ali Boulevard		
City:	Louisville		
State/Country:	KENTUCKY		
Postal Code:	40212		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2397017	OLD HILL SIDE	
Registration Number:	3167449	OLD HILLSIDE	
CORRESPONDENCE DATA			
Fax Number:	(212)575-0671		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-790-9200		
Email:	trademark@cfl.com		
Correspondent Name:	Arlana S. Cohen		
Address Line 1:	1133 Avenue of the Americas		
Address Line 2:	Cowan, Liebowitz & Latman, P.C.		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	25898.002		
NAME OF SUBMITTER:	Mark J. Speciner		
Signature:	/mark j. speciner/		

OP \$65.00 2397017

Date:

02/01/2008

Total Attachments: 2

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ASSIGNMENT OF TRADEMARKS

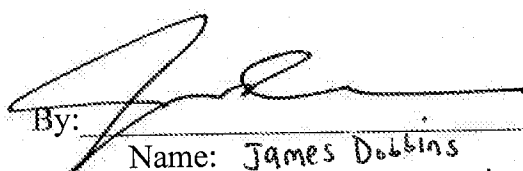
This Assignment is made between National Tobacco Company, LP, a Delaware Limited Liability Partnership, with an address P.O. Box 707, Dresden, TN 38225 ("Assignor") and North Atlantic Operating Company, Inc., a Delaware corporation, with a principal place of business at 3029 Muhammad Ali Boulevard, Louisville, Kentucky 40212 ("Assignee").

WHEREAS, Assignor is the owner of certain trademarks for OLD HILLSIDE and OLD HILL SIDE, and the associated trademark registrations indicated on the attached Schedule A, as well as common law rights throughout the world, including United States (the "Trademarks"); and

WHEREAS, the Assignee wishes to confirm that it has acquired all of the Assignor's rights, title and interest in and to the Trademarks and the goodwill of the business symbolized by the Trademark;

NOW, THEREFORE, for US \$1.00 and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor confirms that it has assigned and hereby assigns to Assignee, its successors and assigns, absolutely and forever, all of the Assignor's rights, title and interest in and to the Trademarks, and the registrations thereof, together with the goodwill of the business symbolized by the Trademarks, as well as the right to sue for, collect and retain all damages and profits and to pursue all other remedies for past infringements thereof. Additionally, Assignor agrees to execute such additional documents as may be necessary with regard to these assignments in the future.

NATIONAL TOBACCO COMPANY, LP

By: 
Name: James Dobbins
Title: Senior Vice-President and General Counsel

Dated: January 29, 2008

SCHEDULE A

Mark Registration No.

OLD HILL SIDE 2397017

OLD HILLSIDE 3167449
