

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
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<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Davidoff & Cie SA		02/15/2008	CORPORATION: SWITZERLAND

**RECEIVING PARTY DATA**

<b>Name:</b>	Winston S. Churchill
<b>Street Address:</b>	4 Belgrave Square
<b>City:</b>	London
<b>State/Country:</b>	UNITED KINGDOM
<b>Postal Code:</b>	SWIX 8PH
<b>Entity Type:</b>	INDIVIDUAL: UNITED KINGDOM

**PROPERTY NUMBERS Total: 2**

Property Type	Number	Word Mark
Serial Number:	77203697	WINSTON CHURCHILL CHEQUERS
Serial Number:	77203670	WINSTON CHURCHILL NO. 10

**CORRESPONDENCE DATA**

**Fax Number:** (212)940-8671  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
**Phone:** 212-940-8673  
**Email:** jan.tamulewicz@kattenlaw.com  
**Correspondent Name:** Jan Tamulewicz  
**Address Line 1:** 575 Madison Avenue  
**Address Line 4:** New York, NEW JERSEY 10022-2585

<b>ATTORNEY DOCKET NUMBER:</b>	100380/00001
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**DOMESTIC REPRESENTATIVE**

**Name:** Katten Muchin Rosenman LLP  
**Address Line 1:** 575 Madison Avenue

CH \$65.00 77203697

Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:

Jan Tamulewicz

Signature:

/Jan Tamulewicz/

Date:

02/27/2008

Total Attachments: 1

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**ASSIGNMENT**

WHEREAS, Davidoff & Cie SA, a corporation organized and existing under the laws of Switzerland, located at 2, rue de Rive, 1200 Geneva, Switzerland ("Assignor"), is the owner of the following trademarks (the "Trademarks"):

<b>TRADEMARK</b>	<b>Application Serial No.</b>
WINSTON CHURCHILL CHEQUERS	77/203,697
WINSTON CHURCHILL NO. 10	77/203,670

and WHEREAS, Mr. Winston S. Churchill, a United Kingdom citizen, with an address at 4 Belgrave Square, London, SW1X 8PH, United Kingdom ("Assignee"), is desirous of acquiring the Trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications therefor, and with all claims arising out of or relating to the use or ownership of the Trademark.

**Davidoff & Cie SA**

By:   
[Signature]

Name: Hanspeter Hagmann  
[Typed or printed]

Title: Head of International Sales

Date of signature: 15/2/08

By:   
[Signature]

Name: Patrice Schaedler  
[Typed or printed]

Title: Head legal counsel

Date of signature: 15/2/2008