

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
American Western, Inc.		05/20/2008	CORPORATION: OHIO
RECEIVING PARTY DATA			
Name:	Fuente Marketing Ltd.		
Street Address:	Palm Grove House, PO Box 438, Road Town		
City:	Tortola		
State/Country:	BRITISH VIRGIN ISLANDS		
Entity Type:	CORPORATION: BRITISH VIRGIN ISLANDS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77234643	FORBIDDEN FRUIT	
CORRESPONDENCE DATA			
Fax Number:	(404)653-6444		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	4046536452		
Email:	virginia.carron@finnegan.com		
Correspondent Name:	Virginia L. Carron		
Address Line 1:	901 New York Avenue NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20001-4413		
ATTORNEY DOCKET NUMBER:	07392.8078		
DOMESTIC REPRESENTATIVE			
Name:	Virginia L. Carron		
Address Line 1:	901 New York Avenue NW		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20001-4413		
NAME OF SUBMITTER:	Virginia L. Carron		

OP \$40.00 77234643

Signature:

/Virginia L. Carron/

Date:

05/22/2008

Total Attachments: 1

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AMERICAN WESTERN CIGAR COMPANY

TRADEMARK ASSIGNMENT

WHEREAS, American Western, Inc., a corporation organized and existing under the laws of the State of Ohio, with a principal place of business at 2575 Queen City Avenue, Cincinnati, Ohio 45238 (hereinafter "Assignor"), is the owner of a pending trademark application for federal registration for the FORBIDDEN FRUIT trademark (the "Mark") for cigars, assigned U.S. Trademark Application Serial No. 77/234,643; and

WHEREAS, Fuente Marketing Ltd., a corporation organized and existing under the laws of the British Virgin Island, with a principal place of business at Beaufort House, P.O. Box 438, Road Town Tortola (hereinafter "Assignee"), desires to acquire said Mark and said registration application, and any registration issuing therefrom.

NOW THEREFORE, for good and valuable consideration, receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign and transfer unto Assignee the entire right, title and interest in and to the Mark, to the extent that any rights exist in the Mark, together with the goodwill of the business symbolized by the Mark and the entire right, title and interest in and to said registration application and any registration certificate issuing therefrom.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed and effective as of this 20TH day of May, 2008.

AMERICAN WESTERN, INC.
("Assignor")

By:

Printed: Alfred J. Berger, Jr.

Title: President

