

**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>
El Rey De Los Habanos, Inc.		08/01/2008	CORPORATION: FLORIDA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Tabacalera Garcia, Inc.		
<b>Street Address:</b>	13273 N.W. 7 Terrace		
<b>City:</b>	Miami		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33182		
<b>Entity Type:</b>	CORPORATION: FLORIDA		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77275686	THE ART, TRADITION AND STYLE OF CUBA	
<b>Serial Number:</b>	77325460	TG TABACALERA GARCIA	
<b>Serial Number:</b>	77513135	TABACOS TB BAEZ	
<b>Serial Number:</b>	77516564	MF MY FATHER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(305)858-0008		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	305-858-8000		
<b>Email:</b>	Trademarks@malloylaw.com		
<b>Correspondent Name:</b>	Malloy & Malloy, P.A.		
<b>Address Line 1:</b>	2800 S.W. 3rd Avenue		
<b>Address Line 4:</b>	Miami, FLORIDA 33129		
<b>ATTORNEY DOCKET NUMBER:</b>	7.384.08		
<b>NAME OF SUBMITTER:</b>	Peter A. Matos		

OP \$115.00 77275686

Signature:

/Peter A. Matos/

Date:

08/29/2008

Total Attachments: 1

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