

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
RR ICE, LLC		03/01/2007	CORPORATION: LOUISIANA
RECEIVING PARTY DATA			
Name:	Premier Manufacturing Incorporated		
Street Address:	17998 Chesterfield Airport Road		
City:	Chesterfield		
State/Country:	MISSOURI		
Postal Code:	63005		
Entity Type:	CORPORATION: MISSOURI		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3356754	ICE THE ULTIMATE MENTHOL	
CORRESPONDENCE DATA			
Fax Number:	(314)612-1301		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	314-444-7783		
Email:	ipdept@lewisrice.com		
Correspondent Name:	Kirk A. Damman		
Address Line 1:	500 N. Broadway, Suite 2000		
Address Line 2:	Lewis, Rice & Fingersh, L.C., Box IP		
Address Line 4:	St. Louis, MISSOURI 63102		
ATTORNEY DOCKET NUMBER:	551/PMI023		
NAME OF SUBMITTER:	Kirk Damman		
Signature:	/Kirk A Damman/		
Date:	02/06/2009		

OP \$40.00 3356754

Total Attachments: 1
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ASSIGNMENT

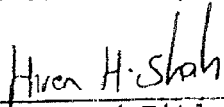
Whereas RR ICE, LLC, a corporation with offices located at 3940 Barron Street, Metairie, Louisiana 70002, owns the mark ICE for use with cigarettes and has a pending application for the same under U.S. Application Serial No. 76/529,137; and

Whereas Premier Manufacturing Incorporated, 17998 Chesterfield Airport Road, Chesterfield, MO 63005, is desirous of acquiring any and all rights to said mark, including the goodwill of the business symbolized by the mark and the pending application therefore;

Now, therefore, in consideration of \$10.00 and for other good and valuable consideration, receipt of which is hereby acknowledged, said RR ICE, LLC does hereby assign unto the said Premier Manufacturing Incorporated all rights, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark.



Signature of RR ICE, LLC



Printed Name and Title

MARCH 1, 2007
Date