

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
Ricco's Habanos, Inc.		11/03/2008	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	SANTA CRUZ TOACCO CO., INC.		
Street Address:	8553 NW 68th Street		
City:	Miami		
State/Country:	FLORIDA		
Postal Code:	33166		
Entity Type:	CORPORATION: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77129912	GRAN HABANO	
CORRESPONDENCE DATA			
Fax Number:	(305)445-8484		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	305-447-1617		
Email:	gonzalez@sanchelima.com		
Correspondent Name:	Gabriel Gonzalez, Esq.		
Address Line 1:	235 S.W. LeJeune Road		
Address Line 4:	Miami, FLORIDA 33134		
ATTORNEY DOCKET NUMBER:	270032		
NAME OF SUBMITTER:	Gabriel Gonzalez		
Signature:	/GG/		
Date:	03/05/2009		

OP \$40.00 77129912

Total Attachments: 1
source=081104RiccoToSanta#page1.tif

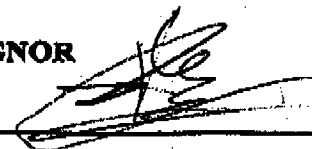
ASSIGNMENT

WHEREAS, **RICCO'S HABANOS, INC.** ("ASSIGNOR"), is a Florida corporation with a business address at 8553 NW 68th Street, Miami, Florida, 33166, has adopted and is using in its business the trademark "GRAN HABANO" for cigars made from Cuban seed tobacco in International Class 034 and has filed an application for registration with the United States Patent & Trademark Office (Serial No. 77/129,912); and

WHEREAS, **SANTA CRUZ TOBACCO CO., INC.** ("ASSIGNEE"), is a Florida corporation with a business address at 8553 NW 68th Street, Miami, Florida, 33166 is desirous of acquiring said mark in the United States and Worldwide;

NOW THEREFORE, in consideration of and in exchange for the sum of Ten Dollars (\$10.00 USD) and other good and valuable consideration, the receipt of which is hereby acknowledged, **ASSIGNOR** does sell, assign, transfer, and set over unto said **ASSIGNEE** the entire Worldwide right, title, and interest in, to, and under said mark and that part of the good will of the business connected with the use of and symbolized by the mark.

Dated: 11/3/08

ASSIGNOR
By: 
Name: Guillermo Rico
Position: President

Rec'd 6078 ON Time Nov. 3. 2:38PM

Nov. 3. 2008 3:01PM AT/EV