

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
Max Rohr, Inc.		05/12/2009	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Cuban Cigar Brands, N.V.		
Street Address:	5900 North Andrews Avenue		
City:	Fort Lauderdale		
State/Country:	FLORIDA		
Postal Code:	33309		
Entity Type:	CORPORATION: NETHERLANDS ANTILLES		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77683405	MONTECRISTO CUP	
Serial Number:	77683365	MONTECRISTO OPEN	
CORRESPONDENCE DATA			
Fax Number:	(203)849-9300		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	203-849-8300		
Email:	schlesinger@gandb.com		
Correspondent Name:	Susan M. Schlesinger		
Address Line 1:	488 Main Avenue		
Address Line 4:	Norwalk, CONNECTICUT 06851		
ATTORNEY DOCKET NUMBER:	CB01		
NAME OF SUBMITTER:	Susan M. Schlesinger		
Signature:	/sms/		
Date:	05/13/2009		

OP \$65.00 77683405

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REEL: 003986 FRAME: 0107

Total Attachments: 2

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TRADEMARK

REEL: 003986 FRAME: 0108

ASSIGNMENT

FOR ONE DOLLAR and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Max Rohr, Inc. (hereinafter "Assignor"), a corporation existing under the laws of the State of Delaware and having an address at 300 Delaware Avenue, Wilmington, DE 19801 hereby assigns to Cuban Cigar Brands, N.V. (hereinafter "Assignee"), a corporation and existing under the laws of the Netherlands Antilles and having an address at 5900 North Andrews Avenue, Fort Lauderdale, FL 33309, Assignor's entire right, title and interest in and to the following trademarks and the portion of Assignor's business to which such marks pertain:

MONTECRISTO CUP
MONTECRISTO OPEN

(hereinafter the "Trademarks"), and Assignor's entire right, title and interest in and to all trade dress associated with each of said Trademarks (the "Trade Dress"), together with the good will of the business associated with and symbolized by each of said Trademarks and Trade Dress, including without limitation, all proceeds of said Trademarks and Trade Dress, the right to sue for past, present and future infringements and all claims and causes of action therefor, as well as any and all trademark applications and registrations for the Trademarks and Trade Dress, including without limitation the following U.S. trademark applications:

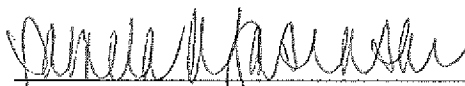
APPLICATION NUMBER	TRADEMARK
U.S. App. No. 77/683,405	MONTECRISTO CUP
U.S. App. No. 77/683,365	MONTECRISTO OPEN

to be held and enjoyed by said Assignee for its own use and benefit and for the use and benefit of its successors and assigns as fully and as entirely as the same would have been held and enjoyed by Assignor had the assignment not been made.

ASSIGNOR COVENANTS and AGREES that it will, at any time upon request, without further compensation, execute and deliver any and all papers or instruments that in the reasonable opinion of the Assignee may be necessary or desirable to secure to said Assignee the full enjoyment of the rights, title and interest hereby conveyed or intended to be conveyed.

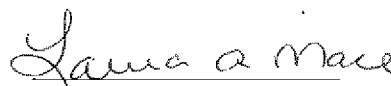
Signed, Sealed and delivered at Wilmington, DE this 12th day of May, 2009.

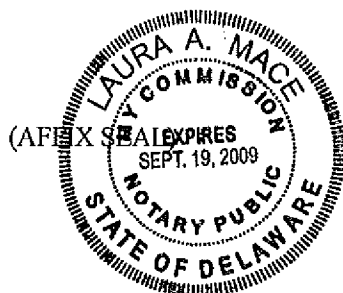
MAX ROHR, INC.


Pamela A. Jasinski, President

State of Delaware)
County of New Castle) ss.:

On the 12th day of MAY, 2009 before me personally came Pamela Jasinski, to me known and known to me to be the President of the Assignor above named, and duly acknowledged to me that she executed the foregoing Assignment.


Notary Public



LAURA A. MACE
State of Delaware, New Castle County
Commission No. 20073532487
My commission expires Sept. 19, 2009