

**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
Inversiones La Isla Sociedad Anonima		06/02/2009	CORPORATION: HONDURAS

**RECEIVING PARTY DATA**

Name:	Nicaraguan American Tobacco, S.A.
Street Address:	Barrio El Rosario
Internal Address:	Donde Fue El Colectivo Luisa Amanda Espinoza
City:	Esteli
State/Country:	NICARAGUA
Entity Type:	CORPORATION: NICARAGUA

**PROPERTY NUMBERS Total: 4**

Property Type	Number	Word Mark
Registration Number:	1096231	BERING
Registration Number:	0245778	BERING
Registration Number:	0543255	LA PRIMADORA
Registration Number:	0883185	LP LA PRIMADORA CIGARS

**CORRESPONDENCE DATA**

Fax Number: (914)683-6956  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 914 949-2700  
 Email: tbailey@bpslaw.com  
 Correspondent Name: Thomas G. Bailey, Jr.  
 Address Line 1: One North Lexington Avenue  
 Address Line 4: White Plains, NEW YORK 10601

**DOMESTIC REPRESENTATIVE**

**OP \$115.00 1096231**

Name: Thomas G. Bailey, Jr.  
Address Line 1: One North Lexington Avenue  
Address Line 4: White Plains, NEW YORK 10601

NAME OF SUBMITTER:	Thomas G. Bailey, Jr.
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Signature:	/Thomas G. Bailey, Jr./
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Date:	07/14/2009
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Total Attachments: 5  
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**ASSIGNMENT**

**WHEREAS**, Inversiones La Isla Sociedad Anonima is a Honduran Corporation with principal offices located at Carretera Danli El Paraiso, Kilometro 5, San Marcos, Danli, El Paraiso, Honduras.

**WHEREAS**, Inversiones La Isla Sociedad Anonima (hereinafter referred to as "ASSIGNOR") owns certain trademarks, and the registrations thereof, as listed in Exhibit A attached hereto, along with the goodwill of the business in connection with which said trademarks are used and which is symbolized by said trademarks; and

**WHEREAS**, Nicaraguan American Tobacco, S.A. is a Nicaraguan corporation with principal offices located at Barrio El Rosario, Donde Fue El Colectivo Luisa Amanda Espinoza, Esteli, Nicaragua (hereinafter referred to as "ASSIGNEE"), and is desirous of acquiring the aforesaid trademarks, registrations thereof and goodwill.

**NOW, THEREFORE**, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged by said ASSIGNOR, said ASSIGNOR by these presents sells, transfers, conveys and assigns unto said ASSIGNEE, the entire right, title and interest in and to the said trademarks, all common law rights and registrations thereof listed in Exhibit A attached hereto, together with all rights to recover for past misuse or infringement of said trademarks, and the goodwill of the business in connection with which said trademarks are used and which is symbolized by said trademarks.

Inversiones La Isla Sociedad Anonima

By: \_\_\_\_\_

Nestor Plasencia  
President

Date: \_\_\_\_\_

ASSIGNMENT OF TRADEMARKS  
 FROM INVERSIONES LA ISLA SOCIEDAD ANONIMA  
 TO  
 NICARAGUAN AMERICAN TABACCO, S.A.

EXHIBIT A

Trademark	Registration No. / Application No.	Country
BERING	1096231	United States
BERING	0245778	United States
BERING CW YCA	0245639	United States
BERING VITUS BERING 1728 BLUE LABEL	0752796	United States
BERING 9/09	0900064	United States
BERING VITUS BERING CELEBRATED	0185311	United States
DANISH NAVIGATOR DISCOVERER		
BERING RED LABEL	0865213	United States
SPANISH COLONIAL STYLE BY		
BERING	0770226	United States
BERING	1738433	Argentina
BERING	A157137	Australia
BERING	App. 123598	Bahrain
BERING	B26615	Bermuda
BERING	App. 822003333	Brazil
BERING	234544	Canada
BERING	143396	Cuba
BERING	App. 50428	Cyprus
BERING	190765	Czech Republic
BERING	104833	Dominican Republic
BERING	App. 115843	Egypt
BERING	35535	European Community
BERING	92/447696	France
BERING	7330	Gibraltar

Trademark	Registration No. / Application No.	Country
BERING	826067	Great Britain
BERING	75792	Honduras
BERING	155756	Hungary
BERING	118944	Israel
BERING	36819	Jordan
BERING	App. 65082	Lebanon
BERING	28463	Malta
BERING	466512	Mexico
BERING	18427	Netherlands Antilles
BERING	42864	Nicaragua
BERING	200293	Norway
BERING	10143	Panama
BERING	221542	Paraguay
BERING	129258	Poland
BERING	39372	Romania
BERING	153665	Russia
BERING	35189	Saudi Arabia
BERING	1776293	Spain
BERING	App. 98/07704	South Africa
BERING	120447	Thailand
BERING	99 011365	Turkey
BERING	App. 312183	Uruguay
BERING	App. 28364	United Arab Emirates
BERING	App. 7158/99	Venezuela

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Inversiones La Isla Sociedad Anonima

By: \_\_\_\_\_

Nestor Plasencia  
President

Date: \_\_\_\_\_

6/2/09

ASSIGNMENT OF TRADEMARKS  
FROM INVERSIONES LA ISLA SOCIEDAD ANONIMA

to

NICARAGUAN AMERICAN TOBACCO, S.A.

EXHIBIT A

Trademark	Registration No. / Application No.	Country
LA PRIMADORA	543255	U.S.
LP LA PRIMADORA CIGARS (and design)	883185	U.S.
LA PRIMADORA FALCON	754475	U.S.
LA PRIMADORA DIPLOMAT	769829	U.S.
LA PRIMADORA	51070	Benelux
LA PRIMADORA	UCA 21270	Canada
Woman Design	UCA 23244	Canada
LA PRIMADORA	130960	Cuba
LA PRIMADORA	27772	Dominican Republic
LA PRIMADORA	40060	Honduras
LA PRIMADORA (design)	29250	Israel
LA PRIMADORA	420642	Italy
LA PRIMADORA	14602	Puerto Rico
LA PRIMADORA	437054	Spain
LA PRIMADORA	326838	Switzerland