

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
Max Rohr, Inc.		08/12/2009	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	2023 LLC		
<b>Street Address:</b>	2023 Massachusetts Avenue, N.W.		
<b>City:</b>	Washington		
<b>State/Country:</b>	DISTRICT OF COLUMBIA		
<b>Postal Code:</b>	20036		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DISTRICT OF COLUMBIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	0420414	LA PALINA	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(202)719-7049		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	202.719.7000		
Email:	ckelly@wileyrein.com		
Correspondent Name:	Christopher Kelly		
Address Line 1:	1776 K Street, N.W.		
Address Line 2:	Trademark Administration		
Address Line 4:	Washington, DISTRICT OF COLUMBIA 20006		
ATTORNEY DOCKET NUMBER:	84155.001		
NAME OF SUBMITTER:	Christopher Kelly		
Signature:	/ck/		
Date:	09/22/2009		

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Total Attachments: 2

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## ASSIGNMENT

A. Max Rohr, Inc., a corporation organized under the laws of the State of Delaware, with an address at 300 Delaware Avenue, Wilmington, Delaware 19801 (“Max Rohr”) is the owner of all right, title and interest in the trademark LA PALINA for “cigars” together with all associated designs, logos, trade styles and elements of packaging and/or trade dress and U.S. Reg. No. 420,414 – LA PALINA for “cigars” issued by the U.S. Patent and Trademark Office on April 9, 1946 (all of the foregoing collectively referred to as the “LA PALINA MARK”).

B. 2023 LLC, a limited liability company organized under the laws of the District of Columbia, with an address at 2023 Massachusetts Avenue, N.W., Washington, D.C. 20036 (“2023”) desires to acquire all right, title and interest in the LA PALINA MARK.

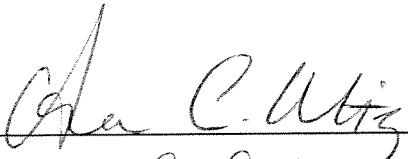
**NOW, THEREFORE**, for a one-time payment of U.S. \$10,000 (ten-thousand dollars) and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Max Rohr hereby sells, conveys and assigns unto 2023 all of its right, title and interest in and to the LA PALINA MARK, together with the goodwill of the business symbolized thereby.
2. Max Rohr further assigns unto 2023 all right to sue for and to receive all damages accruing from past infringement of the LA PALINA MARK.
3. Max Rohr agrees that, upon the reasonable request of 2023, Max Rohr will execute all rightful documents and provide reasonable assistance in maintaining, defending

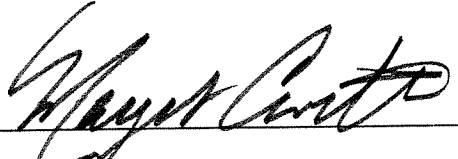
and enforcing the LA PALINA MARK, all at 2023's reasonable expense, in order to carry out the intent of this Assignment.

**IN WITNESS WHEREOF**, the parties have duly executed, sealed and delivered this Addendum as of the day and year first above written.

**ATTEST:**

By:   
Title: Ana C. Ortiz  
Dewey & LeBoeuf, LLP

**MAX ROHR, INC.**

By:   
Title: DIRECTOR  
Date: August 12, 2009

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