

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	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>
TOP TOBACCO L.P.		07/23/2010	CORPORATION: ILLINOIS
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	JOHN PLAYER & SONS LIMITED		
<b>Street Address:</b>	21 BECKETT WAY		
<b>Internal Address:</b>	PARK WEST, NANGOR ROAD		
<b>City:</b>	DUBLIN 12		
<b>State/Country:</b>	IRELAND		
<b>Entity Type:</b>	Limited Company: IRELAND		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2466864	AMPHORA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(703)739-9577		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	703-739-4900		
<b>Email:</b>	btaylor@stites.com		
<b>Correspondent Name:</b>	BREWSTER TAYLOR		
<b>Address Line 1:</b>	1199 NORTH FAIRFAX STREET		
<b>Address Line 2:</b>	SUITE 900		
<b>Address Line 4:</b>	ALEXANDRIA, VIRGINIA 22314-1437		
<b>ATTORNEY DOCKET NUMBER:</b>	T05678US01		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	BREWSTER TAYLOR		
<b>Address Line 1:</b>	1199 NORTH FAIRFAX STREET		
<b>Address Line 2:</b>	SUITE 900		

OP \$40.00 2466864

**900167739**

**TRADEMARK  
 REEL: 004247 FRAME: 0605**

Address Line 4: ALEXANDRIA, VIRGINIA 22314-1437

NAME OF SUBMITTER:

Brewster Taylor

Signature:

/BT/

Date:

07/26/2010

Total Attachments: 1

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**TRADEMARK ASSIGNMENT**

WHEREAS, TOP TOBACCO L.P., an Illinois corporation with a principal mailing address at 2301 Ravine Way, Glenview, Illinois, 60025, has adopted and used the mark which is registered in the United States Patent and Trademark Office as follows:

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>	<u>GOODS</u>
AMPHORA	2,466,864	JUL 10, 2001	SMOKING TOBACCO

WHEREAS, JOHN PLAYER & SONS LIMITED, a Limited Company of Ireland with a principal mailing address at 21 Beckett Way, Park West, Nangor Road, Dublin 12, Ireland, is desirous of acquiring said mark and registration thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said TOP TOBACCO L.P., does hereby assign unto the said JOHN PLAYER & SONS LIMITED all right, title and interest in and to the said mark and the registration thereof together with the good will of the business connected with the use of and symbolized by the mark and together with all rights of action, claims for damages, profits and costs, and all other demands for any sum or sums of money whatsoever which it has or may have either at law or in equity, against any and all persons, firms, corporations or associations by reason of any infringement upon said mark.

IN WITNESS WHEREOF, the undersigned has executed this assignment by its duly authorized officer and its seal affixed hereto as of this 23<sup>rd</sup> day of July, 2010.

TOP TOBACCO L.P.



Signature

Seth I. Gold

Print Name

Executive Vice President

Print Title