

**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>
Alternative Cigarettes, Inc.		10/25/2010	CORPORATION: NEW YORK
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	22nd Century Limited LLC		
<b>Street Address:</b>	8201 Main Street		
<b>Internal Address:</b>	Suite 6		
<b>City:</b>	Williamsville		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	14221		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1780891	MAGIC	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(202)672-5399		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	202-672-5300		
<b>Email:</b>	PTOMAILWashington@foley.com		
<b>Correspondent Name:</b>	Norm J. Rich		
<b>Address Line 1:</b>	Foley & Lardner LLP		
<b>Address Line 2:</b>	3000 K Street, N.W., Sixth Floor		
<b>Address Line 4:</b>	Washington, DISTRICT OF COLUMBIA 20007-5109		
<b>ATTORNEY DOCKET NUMBER:</b>	045952-0191		
<b>NAME OF SUBMITTER:</b>	Norm J. Rich		
<b>Signature:</b>	/norm j. rich/		

OP \$40.00 1780891

Date:

10/26/2010

Total Attachments: 1

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**U.S. TRADEMARK ASSIGNMENT**

WHEREAS, Alternative Cigarettes, Inc., a New York corporation doing business at 125 Virgil Avenue, Buffalo, New York 14216 (hereinafter "Assignor"), is the owner of all right, title and interest in and to the following trademark and corresponding federal registration therefor in the United States Patent and Trademark Office:

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
MAGIC	1,780,891	July 6, 1993

WHEREAS, 22<sup>nd</sup> Century Limited LLC, a limited liability company legally organized under the laws of Delaware, doing business at Suite 6, 8201 Main Street, Williamsville, New York 14221 (hereinafter "Assignee"), is desirous of acquiring said trademark and the registration thereof, and all accompanying goodwill;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all United States rights, title and interest in and to the aforementioned mark together with the goodwill of the business symbolized by the mark, the United States registration thereof, as well as all rights to injunctive relief, damages or profits, due or accrued, arising out of past infringement of said mark or injury to the said good will, and the right to sue for and recover the same in its, the Assignee's, own name.

ALTERNATIVE CIGARETTES, INC.  
as Assignor

By: Joseph Pandolfino  
(signature)

Name: Joseph Pandolfino

Title: President

Date: 10/25/2010