

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
NEW CENTURY TOBACCO GROUP, LLC		11/02/2010	LIMITED LIABILITY COMPANY: FLORIDA
RECEIVING PARTY DATA			
Name:	Havana 59 Cigar Company		
Street Address:	11401 SW 72nd Court		
City:	Miami		
State/Country:	FLORIDA		
Postal Code:	33156		
Entity Type:	COMPANY: FLORIDA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2917367	SHOW	
CORRESPONDENCE DATA			
Fax Number:	(703)685-0573		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(703) 521-2297		
Email:	trademarks@young-thompson.com		
Correspondent Name:	Mark Lebow		
Address Line 1:	209 Madison Street		
Address Line 2:	Suite 500		
Address Line 4:	Alexandria, VIRGINIA 22314		
ATTORNEY DOCKET NUMBER:	5547-1013		
NAME OF SUBMITTER:	Mark Lebow		
Signature:	/ml/		

OP \$40.00 2917367

Date:

11/22/2010

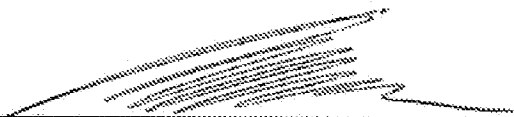
Total Attachments: 1

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ASSIGNMENT

Whereas New Century Tobacco Group, LLC a Florida Limited Liability Corporation with offices located at 9500 S. Dadeland Blvd., Penthouse 1, Miami, Florida 33156, owns the mark SHOW for use with cigarettes, cigars and other tobacco and non-tobacco related products and has an approved application for the same under U.S. Application Serial No. 78344038 and Registration No. 2917367; and

Whereas Havana 59 Cigar Company is desirous of acquiring any and all rights to said mark, including the goodwill of the business symbolized by the mark and the pending application therefore; Now, therefore, in consideration of \$10.00 and for other good and valuable consideration, receipt of which is hereby acknowledged, said New Century Tobacco Group, LLC does hereby assigns to Havana 59 Cigar Company all rights, titles and interests in and to the said mark, together with the goodwill of the business symbolized by the mark.



Signature of New Century Tobacco Group, LLC (Assignor)

Alex De La Cruz - CEO

Printed Name and Title

11/02/2010



Signature of Havana 59 Cigar Company (Assignee)

Gitano Bryant - President

Printed Name and Title