TRADEMARK ASSIGNMENT

Electronic Version v1.1
Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
JPMorgan Chase Bank, N.A.		09/26/2011	Collateral Agent:

RECEIVING PARTY DATA

Name:	GMB Inc.
Street Address:	401 North Main Street
City:	Winston-Salem
State/Country:	NORTH CAROLINA
Postal Code:	27101
Entity Type:	CORPORATION: NORTH CAROLINA

PROPERTY NUMBERS Total: 51

Property Type	Number	Word Mark
Registration Number:	0775242	ACTRON
Registration Number:	1165768	ACTRON
Registration Number:	0998632	ADVANCE
Registration Number:	2075031	AMERICAN
Registration Number:	2055297	AN AMERICAN ORIGINAL
Registration Number:	1232113	BARCLAY
Registration Number:	2073192	BARCLAY
Registration Number:	0749683	BELAIR
Registration Number:	0748337	CAPRI
Registration Number:	1850827	
Registration Number:	1819152	CAPRI
Registration Number:	1850012	CAPRI
Registration Number:	0755341	CARLTON
Registration Number:	2507494	CARLTON

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Registration Number:	2427378	C
Registration Number:	1736945	GPC
Registration Number:	2210754	
Registration Number:	2201403	GPC
Registration Number:	0311961	
Registration Number:	0747482	KOOL
Registration Number:	2617994	
Registration Number:	2578658	
Registration Number:	0747490	KOOL
Registration Number:	0508538	KOOL
Registration Number:	2218589	KOOL
Registration Number:	0413816	L.S./M.F.T.
Registration Number:	0335113	LUCKIES
Registration Number:	0118372	LUCKY STRIKE
Registration Number:	0404302	LUCKY STRIKE
Registration Number:	2174493	LUCKY STRIKE IT'S TOASTED LUCKIES AN AMERICAN ORIGINAL FILTERS
Registration Number:	0366744	LUCKY STRIKE
Registration Number:	1573726	MISTY
Registration Number:	2063372	MISTY
Registration Number:	0130029	PALL MALL
Registration Number:	0813839	PER ASPERA AD ASTRA IN HOC SIGNO VINCES
Registration Number:	0948827	THE AMERICAN TOBACCO COMPANY IN HOC SIGNO VINCES
Registration Number:	0418770	PALL MALL IN HOC SIGNO VINCES "WHEREVER PARTICULAR PEOPLE CONGREGATE"
Registration Number:	2533893	PALL MALL FAMOUS AMERICAN CIGARETTES
Registration Number:	2492504	PALL MALL FAMOUS AMERICAN CIGARETTES
Registration Number:	2492505	PALL MALL
Registration Number:	1670456	RALEIGH EXTRA
Registration Number:	1045032	
Registration Number:	1174474	RALEIGH LIGHTS
Registration Number:	0625220	TAREYTON
Registration Number:	0676595	
Registration Number:	2535934	TAREYTON
Registration Number:	2549361	TAREYTON

Registration Number:	0747489	VICEROY
Registration Number:	1097681	
Registration Number:	1073305	VICEROY
Registration Number:	1073306	VICEROY

CORRESPONDENCE DATA

Fax Number: (336)733-8473
Phone: (336) 721-3747
Email: trademarkswinston@wcsr.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Randel S. Springer
Address Line 1: Womble Carlyle Sandridge & Rice, LLP
Address Line 2: One West Fourth Street
Address Line 4: Winston-Salem, NORTH CAROLINA 27101

ATTORNEY DOCKET NUMBER:	10781.0335.0
NAME OF SUBMITTER:	Randel S. Springer
Signature:	/Randy Springer/
Date:	11/02/2011

Total Attachments: 5
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TRADEMARK RELEASE

THIS TRADEMARK RELEASE, dated as of this 26th day of September, 2011, given by JPMorgan Chase Bank, N.A., as Collateral Agent (the "Assignor"), with principal offices at 270 Park Avenue, New York, NY, 10017, to GMB, Inc., a North Carolina corporation (together with any successors-in-interest to the Marks, the "Assignee"), having an address at 401 North Main Street, Winston-Salem, NC, 27101 as follows:

WITNESSETH

WHEREAS, pursuant to the Assignment of Security Interest in U.S. Trademarks, dated effective as of July 30, 2004, between Assignor and Assignee (the "Trademark Security Agreement"), the Assignee granted to the Assignor a security interest in (i) all of Assignee's right, title and interest in and to the trademarks, trademark registrations and trademark applications set forth on Schedule A attached hereto (the "Marks"), together with (ii) all Proceeds (as such term is defined in the Security Agreement referred to below) of the Marks, (iii) the goodwill of the business with which the Marks are associated and, (iv) all causes of action arising prior to or after the date hereof for infringement of any of the Marks or unfair competition regarding the same (the "Trademark Collateral"), to secure the satisfactory performance and payment of all the Obligations (as defined in that certain Security Agreement, dated as of July 15, 2003, among the Assignee, the other assignors from time to time party thereto and the Assignor (as amended, restated, modified and/or supplemented from time to time, the "Security Agreement")) of the Assignee; and

WHEREAS, the Assignor wishes to release its security interest and restore all right, title and interest in and to the Trademark Collateral to the Assignee and to dissolve any and all liens and encumbrances respecting the Trademark Collateral.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor hereby releases and discharges its security interest, and quit claims, reconveys, and relinquishes unto the Assignee all of its right, title and interest, in the Trademark Collateral granted to Assignor by the Assignee pursuant to the Trademark Security Agreement, which Trademark Security Agreement was duly recorded on October 12, 2004, at Reel/Frame 3061/0428 in the United States Patent and Trademark Office.

IN WITNESS WHEREOF, the undersigned, by and through its authorized officer, has caused this instrument to be executed under seal on the date first written above.

JPMORGAN CHASE BANK, N.A., as Collateral Agent

By _____

Name: Linda A. Carper
Title: Executive Director

Schedule A

Mark	Serial/Reg. No.	Date of Reg./Applic.
ACTRON	775242	8/18/1964
ACTRON	1165768	8/18/1981
ADVANCE	998632	11/19/1974
AMERICAN	2075031	7/1/1997
AN AMERICAN ORIGINAL	2055297	4/22/1997
BARCLAY	1232113	3/22/1983
BARCLAY AND LABEL DESIGN I	2073192	6/24/1997
BELAIR STYLIZED I	749683	5/21/1963
CAPRI	748337	4/23/1963
CAPRI DEVICE I	1850827	8/23/1994
CAPRI STYLIZED AND DEVICE I	1819152	2/1/1994
CAPRI STYLIZED I	1850012	8/16/1994
CARLTON	755341	8/27/1963
CARLTON AND LABEL DESIGN I	2507494	11/13/2001
CARLTON SHIELD DEVICE I	2427378	2/6/2001
GPC	1736945	12/1/1992
GPC LABEL DESIGN II	2210754	12/15/1998
GPC STYLIZED AND LABEL DESIGN	2201403	11/3/1998
INDIAN HEAD IN CIRCLE DEVICE	311961	4/10/1934
KOOL	747482	4/2/1963
KOOL INTERLOCKING O'S DEVICE I	2617994	9/10/2002
KOOL INTERLOCKING O'S DEVICE I	2578658	6/11/2002
KOOL STYLIZED AND DEVICE I	747490	4/2/1963
KOOL STYLIZED I	508538	4/12/1949
KOOL STYLIZED II	2218589	1/19/1999

Schedule A

L.S./M.F.T. Stylized	413816	5/15/1945
LUCKIES STYLIZED I	335113	5/26/1936
LUCKY STRIKE	118372	9/4/1917
LUCKY STRIKE AND LABEL DESIGN	404302	11/16/1943
LUCKY STRIKE AND LABEL DESIGN	2174493	7/21/1998
LUCKY STRIKE WITH CIRCLE DEVIC	366744	4/25/1939
MISTY	1573726	12/26/1989
MISTY STYLIZED AND LABEL DESIG	2063372	5/20/1997
PALL MALL	130029	4/6/1920
PALL MALL CREST DEVICE I	813839	8/30/1966
PALL MALL CREST DEVICE II	948827	12/19/1972
PALL MALL STYLIZED AND LABEL D	418770	1/8/1946
PALL MALL STYLIZED AND LABEL D	2533893	1/29/2002
PALL MALL STYLIZED AND LABEL D	2492504	9/25/2001
PALL MALL STYLIZED AND LABEL D	2492505	9/25/2001
RALEIGH EXTRA STYLIZED AND LAB	1670456	12/31/1991
RALEIGH HEAD DEVICE II	1045032	7/27/1976
RALEIGH LIGHTS	1174474	10/20/1981
TAREYTON	625220	4/17/1956
TAREYTON CREST DEVICE I	676595	4/7/1959
TAREYTON STYLIZED AND LABEL DE	2535934	2/5/2002

Schedule A

TAREYTON STYLIZED AND LABEL DE	2549361	3/19/2002
VICEROY	747489	4/2/1963
VICEROY DEVICE I	1097681	7/25/1978
VICEROY STYLIZED AND DEVICE I	1073305	9/13/1977
VICEROY STYLIZED AND DEVICE II	1073306	9/13/1977