

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|---|--|-----------------------|----------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| American Cigarette Company, Inc. | | 07/21/2011 | CORPORATION: FLORIDA |
| RECEIVING PARTY DATA | | | |
| Name: | Smoker's Best Group, LLC | | |
| Street Address: | 645 Westmoreland Drive | | |
| City: | Tupelo | | |
| State/Country: | MISSISSIPPI | | |
| Postal Code: | 38801 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: MISSISSIPPI | | |
| PROPERTY NUMBERS Total: 6 | | | |
| Property Type | Number | Word Mark | |
| Serial Number: | 77568712 | AZTEC | |
| Serial Number: | 77761475 | UNION | |
| Serial Number: | 78066805 | UNION | |
| Serial Number: | 78474568 | US ONE | |
| Serial Number: | 78474566 | PRESTIGE | |
| Serial Number: | 78929641 | SWINT | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (585)258-2821 | | |
| Phone: | 585-258-2853 | | |
| Email: | mparker@underbergkessler.com | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Correspondent Name: | Paul V. Nunes, Esq. | | |
| Address Line 1: | 300 Bausch & Lomb Pl | | |
| Address Line 4: | Rochester, NEW YORK 14604 | | |

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**TRADEMARK
 REEL: 004665 FRAME: 0479**

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|--|-------------------------|
| ATTORNEY DOCKET NUMBER: | AL HARRIS SMOKER'S BEST |
| NAME OF SUBMITTER: | Paul V. Nunes, Esq. |
| Signature: | /s/Paul V. Nunes, Esq. |
| Date: | 11/23/2011 |
| Total Attachments: 2 source=executed assignment#page1.tif source=executed assignment#page2.tif | |

ASSIGNMENT OF TRADEMARKS

TO ALL WHOM IT MAY CONCERN, be it known:

WHEREAS, American Cigarette Company, Inc., a corporation duly organized and existing under the laws of the State of Florida, and having an address at 1291-B Northwest 65th Place, Fort Lauderdale, Florida 33309 (the "Assignor"), has adopted, used and is using and is the owner of all right, title and interest in and to various trademarks, including the following trademarks for which applications in the United States Patent and Trademark Office (USPTO) are pending ("Trademark Applications") and trademarks now registered in the USPTO ("Registered Trademarks"):


| Trademark | Serial Number | Registration Number | Filing Date | Registration Date |
|-----------|---------------|---------------------|-------------|-------------------|
| SWINT | 78929641 | 3464464 | 2006-07-14 | 2008-07-08 |
| PRESTIGE | 78474566 | 3389719 | 2004-08-27 | 2008-02-26 |
| US ONE | 78474568 | 3581642 | 2004-08-27 | 2009-02-24 |
| UNION | 78066805 | 2972594 | 2001-06-01 | 2005-07-19 |
| AZTEC | 77568712 | N/A | 2008-09-12 | N/A |
| UNION | 77761475 | N/A | 2009-06-17 | N/A |

WHEREAS, Smoker's Best Group, LLC, a limited liability company duly organized and existing under the laws of the State of Mississippi (the "Assignee") desires to acquire any and all rights that the Assignor may have in and to any and all trademarks, including the trademarks, Trademark Applications, and Registered Trademarks listed above (together, the "Marks"), together with the goodwill of Assignor's business connected with the Marks, with which the Marks are used and which is symbolized by the Marks (the "Goodwill"), along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Assignor does hereby assign onto the Assignee all right, title and interest in and to the Marks and the applications and registrations therefor, together with the Goodwill and the right to recover for damages and profits for past infringements thereof;

The Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's right, title and interest in and to the Marks in the Assignee and to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

The Under Secretary of Commerce for Intellectual Property and Director of the USPTO is requested to issue the Certificates of Registration to the Assignee.

AMERICAN CIGARETTE COMPANY, INC. Effective Date:
BY:  July 21, 2011
Its: President