

TRADEMARK ASSIGNMENT

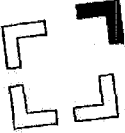
Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Philip Morris USA Inc.		11/08/2011	CORPORATION: VIRGINIA
RECEIVING PARTY DATA			
Name:	Altria Client Services Inc.		
Street Address:	6601 West Broad Street		
City:	Richmond		
State/Country:	VIRGINIA		
Postal Code:	23230		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3410264	QUITASSIST	
Registration Number:	3187941		
CORRESPONDENCE DATA			
Fax Number:	(919)884-3667		
Email:	TrademarkGroup@altria.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:	Timothy G. Hofmeyer		
Address Line 1:	601 East Jackson Street		
Address Line 2:	Law Dept -- 3rd Floor CRT		
Address Line 4:	Richmond, VIRGINIA 23219		
NAME OF SUBMITTER:	Timothy G. Hofmeyer		
Signature:	/Timothy G. Hofmeyer/		
Date:	12/20/2011		
Total Attachments: 1 source=QUITASSIST Trademark Assignment#page1.tif			

CH \$65.00 3410264

ASSIGNMENT OF SERVICE MARKS

WHEREAS, Philip Morris USA Inc., a Virginia corporation having a principal place of business at 6601 West Broad Street, Richmond, Virginia 23230 ("Assignor") is the owner of the following service marks (the "Marks"):

Mark	Services
QUITASSIST	Educational services, namely, conducting programs on smoking cessation and distributing materials in connection therewith; providing information relating to smoking cessation both on-line and off-line
	Education services, namely conducting programs, classes, seminars, conferences and workshops on smoking cessation, and distributing course materials in connection therewith; providing information about treatment programs, services, products and materials that pertain to smoking cessation; and providing on-line information related to smoking cessation

WHEREAS, Assignor owns U.S. Registration Nos. 3,410,264 and 3,187,941 for the Marks (the "Registrations");

WHEREAS, Altria Client Services Inc., a New York corporation having a principal place of business at 6601 West Broad Street, Richmond, Virginia 23230 ("Assignee"), desires to acquire all the rights in the Marks from Assignor;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, transfer, and sell unto Assignee, its successors and assigns all right, title, and interest in and to the Marks together with the goodwill of the business symbolized by the Marks, any and all causes of actions including all rights of recovery for past infringements of the Marks, and any registrations and/or applications for registration of the Marks, including without limitation the Registrations.

Assignor covenants that it or its representatives will, upon the request and at the expense of Assignee, do all other lawful acts necessary to enable Assignee to obtain, maintain and enforce full benefits from the rights and interests herein assigned.

IN WITNESS WHEREOF, said Assignor, has executed and delivered this instrument this 8th day of November, 2011.

PHILIP MORRIS USA INC.

By: 

Its: VP Marlboro