

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
Mr Al Harris		02/03/2012	INDIVIDUAL: UNITED STATES
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: UNITED STATES MISSISSIPPI		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	3036954	SMOKER'S BEST	
Registration Number:	3942341	SMOKER'S BEST	
CORRESPONDENCE DATA			
Fax Number:	(585)258-2821		
Phone:	585-258-2853		
Email:	pnunes@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 Place		
Address Line 4:	Rochester, NEW YORK 14604		
NAME OF SUBMITTER:	Paul V. Nunes, Esq.		
Signature:	/Paul V. Nunes, Esq./		
Date:	02/24/2012		
Total Attachments: 2 source=Assignment of Smokers Best marks#page1.tif source=Assignment of Smokers Best marks#page2.tif			

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ASSIGNMENT OF TRADEMARKS

TO ALL WHOM IT MAY CONCERN, be it known:

WHEREAS, Al Harris, an individual with an address at 35 South Avenue, Salamanca, New York, 14779 (the "Assignor"), has adopted, used and is using and is the owner of all right, title and interest in and to the following trademarks now registered in the United States Patent and Trademark Office (USPTO) (the "Marks"):

Trademark	Serial Number	Registration Number	Filing Date	Registration Date
SMOKER'S BEST	78496115	3036954	2004-10-07	2005-12-27
SMOKER'S BEST	77822833	3942341	2009-09-09	2011-04-05

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 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 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.

Al Harris 2/3/12
Al Harris Date

STATE OF NEW YORK)
)
COUNTY OF MONROE) SS.:

On the 3rd day of ~~January~~ ^{February}, 2012, before me, personally appeared Al Harris, personally known to me or proved to me on the basis of satisfactory evidence to be the individual whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his capacity, and that by his signature on the instrument, the individual, or the person upon behalf of which the individual acted, executed the instrument.

Paul F. Keneally
Notary Public

PAUL F. KENEALLY
Notary Public, State of New York
Monroe County
3/18/14