

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
BLEC, LLC		05/29/2012	LIMITED LIABILITY COMPANY: NEVADA

RECEIVING PARTY DATA	
Name:	Lorillard Technologies, Inc.
Street Address:	714 Green Valley Road
City:	Greensboro
State/Country:	NORTH CAROLINA
Postal Code:	27408
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 4		
Property Type	Number	Word Mark
Serial Number:	85131965	BLU
Serial Number:	85131287	BLU
Serial Number:	85092665	BLU CIGS
Registration Number:	3846035	BLU ECIGS

CORRESPONDENCE DATA	
Fax Number:	3362712830
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>	
Phone:	336-273-4422
Email:	dcottelli@maccordmason.com
Correspondent Name:	MacCord Mason PLLC
Address Line 1:	PO Box 2974
Address Line 4:	Greensboro, NORTH CAROLINA 27402

ATTORNEY DOCKET NUMBER:	4850-001
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CH \$115.00 85131965

NAME OF SUBMITTER:	Howard A. MacCord, Jr.
Signature:	/Howard A. MacCord, Jr./
Date:	05/30/2012
Total Attachments: 2 source=LTI#page1.tif source=LTI#page2.tif	

ASSIGNMENT

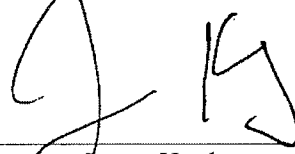
WHEREAS, BLEC, LLC, a Nevada limited liability company having at principal place of business at 401 N. Tryon Street, Suite 1080, Charlotte North Carolina 28202, (hereinafter Assignor) has adopted, used and is using the trademarks on the attached Schedule A; and

WHEREAS, Lorillard Technologies, Inc. a Delaware corporation having at principal place of business at 714 Green Valley Road, Greensboro, NC 27408, (hereinafter Assignee) is desirous of acquiring said trademarks;

NOW, THEREFORE, in consideration of and in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, said Assignor has as of April 25, 2012 assigned unto said Assignee, its successors and assigns, the entire right, title, and interest in and to the United States trademark registrations and applications (including, without being limited to, common law rights for the marks and the Trademark Registrations and Applications set forth on the attached Schedule A), together with the good will of the business symbolized by the trademarks.

This Assignment is executed at Charlotte, North Carolina this the 29th day of May, 2012.

BLEC LLC



Jason Healy
President

Date: 5/29/12.

Witnesseth: Catesh A. Hager

Schedule A

<u>Mark</u>	<u>Application Serial Number</u>	<u>Registration Number</u>
BLU	85131965	
BLU	85131287	
BLU CIGS	85092665	
BLU ECIGS	7692962	3846035