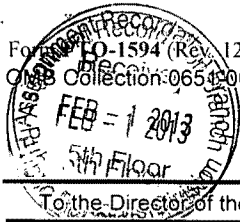


02/01/2013

Form 10-1594 (Rev. 12-11)
Collection: 06540027 (exp. 04/30/2015)



U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office



RECC
TR
103654721

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

02/01/13

1. Name of conveying party(ies):

CUBAN CIGAR BRANDS, N.V.

- Individual(s)
- Partnership
- Corporation- State: _____
- Other _____
- Association
- Limited Partnership

Citizenship (see guidelines) NETHERLANDS ANTILLIES

Additional names of conveying parties attached? Yes No

3. Nature of conveyance/Execution Date(s) :

Execution Date(s) MAY 30, 2012

- Assignment
- Security Agreement
- Other _____
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: CUBAN CIGAR BRANDS B.V.

Street Address: 5900 NORTH ANDREWS AVENUE

City: FORT LAUDERDALE

State: FLORIDA

Country: USA Zip: 33309

- Individual(s) Citizenship _____
- Association Citizenship _____
- Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship _____
- Other Private Ltd. Co. Citizenship CURACAO

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) Text

SEE CONTINUATION SHEET, EXHIBIT B

B. Trademark Registration No.(s)

SEE CONTINUATION SHEET, EXHIBIT A

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

SEE CONTINUATION SHEET, EXHIBITS A & B

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: RUSSELL D. DIZE, ESQ.

Internal Address: GRIMES & BATTERSBY, LLC

Street Address: 488 MAIN AVENUE

City: NORWALK

State: CT Zip: 06851

Phone Number: 203-849-8300

Docket Number: CB

Email Address: dize@gandb.com

6. Total number of applications and registrations involved:

02/01/2013 KNGUYEN1 0000177818 41

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$1,640.00

check refund total: 4000.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

02/01/2013 KNGUYEN1 00000016 0332324

Deposit Account Number 40.00 DP

Authorized User Name 1000.00 DP

9. Signature:

Signature

RUSSELL D. DIZE

Name of Person Signing

JANUARY 31, 2013

Date

Total number of pages including cover sheet, attachments, and document: 9

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK
REEL: 004963 FRAME: 0414

SCHEDULE A

U.S. TRADEMARK REGISTRATIONS

<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
MONTE CRISTO & CROSSED SWORDS DESIGN	0,332,324	February 11, 1936
MONTECRISTO	2,855,557	June 22, 2004
MONTECRISTO	2,623,858	September 24, 2002
MONTECRISTO	3,897,792	December 28, 2010
MONTECRISTO	3,947,902	April 19, 2011
MONTECRISTO	2,396,980	October 24, 2000
MONTE CRISTO	1,435,633	April 7, 1987
MONTE CRISTO	2,236,889	April 6, 1999
MONTECRISTO	1,173,547	October 13, 1981
MONTECRISTO	2,594,564	July 16, 2002
MONTECRISTO CASINO	2,872,359	August 10, 2004
MONTECRISTO CLASSIC COLLECTION	3,794,996	May 25, 2010
MONTECRISTO CUP	3,679,724	September 8, 2009
MONTECRISTO OPEN	3,759,106	March 9, 2010
CASA DE MONTECRISTO	3,665,071	August 4, 2009
CASA DE MONTECRISTO	3,791,093	May 18, 2010
CLASSIC COLLECTION	3,681,480	September 8, 2009
WORLD OF MONTECRISTO	2,673,772	January 14, 2003

<u>TRADEMARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
CROSSED SWORD & FLEUR DE LIS DESIGN	1,459,466	September 29, 1987
FLEUR DE LIS DESIGN	3,805,893	June 22, 2010
DR MONTE	3,699,681	October 20, 2009
MONTECUBA	3,894,193	December 21, 2010
H. UPMANN	2,435,147	March 13, 2001
H. UPMANN	2,494,136	October 2, 2001
H. UPMANN	2,649,682	November 12, 2002
H. UPMANN & SUNBURST DESIGN	0,089,518	December 17, 1912
H. UPMANN APERITIFS	1,874,115	January 17, 1995
THAT'S ONE-UPMANNSHIP	2,225,396	February 23, 1999
SUNBURST DESIGN	1,455,670	September 1, 1987
POR LARRANAGA	1,133,823	April 22, 1980
POR LARRANAGA	2,862,913	July 13, 2004
POR LARRANAGA & DESIGN	2,866,858	July 27, 2004
POR LARRANAGA MARCA INDEPENDIENTE DE TABACOS LARRANAGA & MEDALS DESIGN	0,277,130	November 4, 1930
POR LARRANAGA (WORDS & VARIOUS DESIGNS)	0,277,131	November 4, 1930
MEDIA NOCHE	3,377,971	February 5, 2008
MEMORIES	3,485,483	August 12, 2008
EL CONDE	4,007,955	August 9, 2011

SCHEDULE B
U.S. TRADEMARK APPLICATIONS

<u>TRADEMARK</u>	<u>SERIAL NO.</u>	<u>FILING DATE</u>
MONTECRISTO	85/452,217	October 20, 2011
MONTECRISTO EDMUNDO	77/653,247	January 21, 2009
UPMANN	85/762,318	October 24, 2012
H. UPMANN HAVOC	85/699,389	August 9, 2012

**ASSIGNMENT OF UNITED STATES
INTELLECTUAL PROPERTY RIGHTS**

THIS IS AN ASSIGNMENT, effective this 30th day of May, 2012, from CUBAN CIGAR BRANDS, N.V., a corporation organized and existing under the laws of the Netherlands Antilles, with offices at 5900 North Andrews Avenue, Fort Lauderdale, Florida 33309 (“ASSIGNOR”), to CUBAN CIGAR BRANDS B.V., a private limited company organized and existing under the laws of Curacao, with offices at 5900 North Andrews Avenue, Fort Lauderdale, Florida 33309 (“ASSIGNEE”).

WITNESSETH:

WHEREAS, ASSIGNOR is the sole and exclusive owner of various registered and unregistered trademarks, trade dress and copyrights in the United States, excluding its territories (collectively, the “U.S. Intellectual Property”), including without limitation, rights arising out of the use of various unregistered trademarks by ASSIGNOR, and further is the sole and exclusive owner of various trademark registrations in the United States, excluding its territories, including but not limited to the trademark registrations for the marks identified more fully in the attached Schedule A, and various trademark applications, including but not limited to the trademark applications for the marks identified more fully in the attached Schedule B (collectively, the “U.S. Trademarks”), and further is the sole and exclusive owner of all business goodwill associated therewith; and

WHEREAS, ASSIGNEE desires to acquire all rights, title and interest in and to the U.S. Intellectual Property and the U.S. Trademarks and all business goodwill associated therewith;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN:

Be it known that in consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of ONE DOLLAR (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers unto ASSIGNEE the full and exclusive entire right, title and interest in and to the U.S. Intellectual Property and the U.S. Trademarks, and the business goodwill associated therewith, including, without limitation, all renewals therefor, all proceeds therefor (including, but not limited to, all license royalties and proceeds of infringement suits), the right to sue for past, present and future infringements, and the good will of the business associated with and symbolized by the U.S. Intellectual Property and the U.S. Trademarks.

IN WITNESS WHEREOF, this Assignment has been duly executed as of the date set forth below.

Dated: May 30, 2012

CUBAN CIGAR BRANDS, N.V.

By: 

Name: Rob Wilkey

Title: Director - Secretary

SCHEDULE A

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EL CONDE	4,007,955	August 9, 2011

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U.S. TRADEMARK APPLICATIONS

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MONTECRISTO	85/452,217	October 20, 2011
MONTECRISTO EDMUNDO	77/653,247	January 21, 2009
UPMANN	85/762,318	October 24, 2012
H. UPMANN HAVOC	85/699,389	August 9, 2012