

## 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
New Orleans Cigar Company		04/26/2013	CORPORATION: LOUISIANA
RECEIVING PARTY DATA			
Name:	The Cigarette Store Corp.		
Street Address:	6790 Winchester Circle		
City:	Denver		
State/Country:	COLORADO		
Postal Code:	80301		
Entity Type:	CORPORATION: COLORADO		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4208913	PAYLESS PIPES	
Registration Number:	4138358	PAYLESS CIGARS	
CORRESPONDENCE DATA			
Fax Number:	3036297610		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	3038250800		
Email:	ip@bw-legal.com		
Correspondent Name:	K Kalan, Berenbaum Weinshienk PC		
Address Line 1:	370 17th Street, Suite 4800		
Address Line 4:	Denver, COLORADO 80202		
ATTORNEY DOCKET NUMBER:	05239.052		
NAME OF SUBMITTER:	K Kalan		
Signature:	/kkalan/		

Date:

05/23/2013

Total Attachments: 2

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## TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (“Trademark Assignment”) is made and entered into as of 26<sup>th</sup> day of April, 2013, between the New Orleans Cigar Company, a Louisiana corporation, with an address of 201 St. Charles Ave., Suite 125, New Orleans, Louisiana 70170 (“Assignor”) and The Cigarette Store Corp., a Colorado corporation, with an address of 6790 Winchester Circle, Boulder, CO 80301 (“Assignee”).

WHEREAS, Assignor and Assignee have entered into an Asset Purchase Agreement (the “Agreement”) dated April 26, 2013.

WHEREAS, Assignor has agreed to assign to Assignee all of Assignor’s right, title and interest to the Trademarks set forth below, together with the goodwill associated therewith, and all registrations and applications for registrations related to the Trademarks.

WHEREAS, Assignor executes and delivers to Assignee this Trademark Assignment to effect the assignment of the Trademarks to Assignee in accordance with the Agreement.

1. For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, transfers, conveys, assigns, and sets over unto Assignee, its successors and assigns, Assignor’s entire right, title and interest in and to the following trademarks:

- PAYLESS PIPES, United States Patent & Trademark Office registration number 4208913, and
- PAYLESS CIGARS, United States Patent & Trademark Office registration number 4138358 (the “Trademarks”),

including, without limitation, all of Assignor’s registrations and applications therefor, and Assignee’s right to apply for and register the Trademarks, in the United States of America and all foreign jurisdictions, together with the goodwill with which the Trademarks are used and symbolized by the Trademarks, all common law and statutory rights related to the Trademarks, all rights of renewal and extension, and the right to recover for damages and profits for past infringements thereof, reserving nothing to Assignor.

2. Assignor represents and warrants that it has not previously made any transfer to any third party of any interest in the Trademarks, or any applications or registrations related thereto.

3. Assignor shall, upon request by Assignee, execute, acknowledge and deliver documents as may be reasonably requested by Assignee in order to more effectively sell, transfer, convey and assign to Assignee all of Assignor’s right, title, and interest in and to the Trademarks, and the applications and registrations therefor.

IN WITNESS WHEREOF, Assignor has executed this Assignment.

New Orleans Cigar Company, a Louisiana corporation

Title: President

Printed Name: ROBERT B. WINSTON

Signature: [Handwritten Signature]

STATE OF Louisiana )  
 ) ss.  
COUNTY OF Orleans )

The foregoing Trademark Assignment was acknowledged before me this 25<sup>th</sup> day of April, by Robert B. Winston as President of New Orleans Cigar Company, a Louisiana corporation.

WITNESS my hand and official seal.

My commission expires: For Life

[Handwritten Signature]  
Notary Public  
KEITH M. LANDRY  
NOTARY PUBLIC  
State of Louisiana  
My Commission is Issued For Life  
La. Bar Roll No. 22702