

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	Release of Trademarks		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jefferies Finance LLC		07/15/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	North Atlantic Operating Company, Inc.		
Street Address:	5201 Interchange Way		
City:	Louisville		
State/Country:	KENTUCKY		
Postal Code:	40229		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Registration Number:	2610473	NORTH ATLANTIC OPERATING COMPANY	
Registration Number:	2635446	NORTH ATLANTIC OPERATING COMPANY	
Registration Number:	2664695	NORTH ATLANTIC OPERATING COMPANY, INC.	
Registration Number:	2664694	NORTH ATLANTIC OPERATING COMPANY, INC.	
Serial Number:	76357922	CLASSIC AMERICAN BLEND	
Serial Number:	78781115	CLASSIC AMERICAN BLEND	
Serial Number:	76357543	CLASSIC AMERICAN BLEND	
Registration Number:	2850959	MARKET-MASTER	
Registration Number:	1133291	ZIG ZAG	
Registration Number:	2780643	ZIG ZAG CLASSIC AMERICAN BLEND	
Registration Number:	1472580	ZIG ZAG	
Registration Number:	2582490	ZIG-ZAG	
Registration Number:	3867900	ZIG-ZAG	
Registration Number:	1775416	ZIG-ZAG	

TRADEMARK

Serial Number:

85289914

ZIGARI

**CORRESPONDENCE DATA**

Fax Number: 3026365454

*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*

Phone: 800-927-9801 x 62348

Email: jpaterso@cscinfo.com

Correspondent Name: Corporation Service Company

Address Line 1: 1090 Vermont Avenue NW, Suite 430

Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

ATTORNEY DOCKET NUMBER:

727731-10

NAME OF SUBMITTER:

Jean Paterson

Signature:

/jep/

Date:

07/17/2013

**Total Attachments: 4**

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**RELEASE OF TRADEMARK SECURITY AGREEMENT**

WHEREAS, pursuant to that certain Grant of Security Interest in United States Trademarks, dated as of July 28, 2011 (the "Trademark Security Agreement"), recorded in the United States Patent and Trademark Office at Reel 0040609, Frame 0152 on August 23, 2011, North Atlantic Operating Company, Inc. ("Releasee"), granted to Jefferies Finance LLC, in its capacity as agent for itself and the Lenders ("Releasor"), a continuing security interest in all right, title and interest of the Releasee in, to and under the trademarks and service marks listed on the annexed Schedule A (the "Trademarks"), together with, among other things, the good-will of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof and any and all damages arising from past, present and future violations thereof (the "Trademark Collateral"); and

WHEREAS, Releasee has requested and Releasor has agreed to provide this Release of Trademark Security Agreement to confirm the release, relinquishment and discharge of its continuing security interest in the Trademark Collateral.

NOW, THEREFORE, in consideration of and in exchange for good and valuable consideration, Releasor hereby agrees as follows:

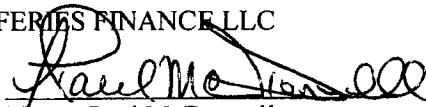
1. Defined Terms. All capitalized terms used but not otherwise defined herein have the meanings given to them in the Trademark Security Agreement.
2. Release of Security Interest. Releasor hereby, without any representation and warrant and without any recourse to Releasor, terminates, releases, relinquishes and discharges its continuing security interest in the Trademark Collateral.

[Remainder of page intentionally left blank.]

IN WITNESS WHEREOF, Releasor has caused this Release of Trademark Security Agreement to be duly executed as of July 15, 2013.

JEFFERIES FINANCE LLC

By:



Name: Paul McDonnell

Title: Managing Director

[Trademark Release – NAOC]

**SCHEDULE A**

*[see attached]*

SCHEDULE A

<u>Marks</u>	<u>Country</u>	<u>Registration/Application No.</u>
North Atlantic Operating Company	United States	2,610,473
North Atlantic Operating Company	United States	2,635,446
North Atlantic Operating Company Inc. & Design [gear]	United States	2,664,695
North Atlantic Operating Company Inc. & Design [gear]	United States	2,664,694
Classic American Blend	United States	76/357922
Classic American Blend	United States	78/781115
Classic American Blend and design	United States	76/357543
Market-Master	United States	2850959
Zig-Zag	United States	1133291
Zig-Zag Classic American Blend	United States	2780643
Zigarettes	United States	1472580
Zig-Zag	United States	2582490
Zig-Zag	United States	3867900
Zig-Zag & Design	United States	1775416
Zigari	United States	85/289,914