

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
LIGGETT GROUP LLC		06/03/2013	LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	ZOOM E-CIGS LLC		
Street Address:	3800 Paramount Parkway, Suite 250		
Internal Address:	Post Office Box 2010		
City:	Morrisville		
State/Country:	NORTH CAROLINA		
Postal Code:	27560		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85913791	ZOOM	
Serial Number:	85864787	XEO	
CORRESPONDENCE DATA			
Fax Number:	9497609502		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(949) 760-0404		
Email:	efiling@knobbe.com		
Correspondent Name:	Lori Lee Yamato		
Address Line 1:	2040 Main Street, 14th Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	ZOOM.067T/ZOOM.073T		
NAME OF SUBMITTER:	Lori Lee Yamato		

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Signature:	/lori lee yamato/
Date:	08/29/2013
Total Attachments: 2 source=2013-06-03 Signed Trademark Assignment - Ligget to Zoom - ZOOM.010LIC#page1.tif source=2013-06-03 Signed Trademark Assignment - Ligget to Zoom - ZOOM.010LIC#page2.tif	

TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") is effective as of June 3, 2013, and is by and between LIGGETT GROUP LLC, a Delaware limited liability company having an address at 100 Maple Lane, Mebane, North Carolina 27302 (hereinafter referred to as "ASSIGNOR"), and ZOOM E-CIGS LLC, a Delaware limited liability company having an address at 3800 Paramount Parkway, Suite 250, Post Office Box 2010, Morrisville, North Carolina 27560 (hereinafter referred to as "ASSIGNEE").

ASSIGNOR represents and warrants that ASSIGNOR adopted and used, or is using or plans to use, and is, to the best of its knowledge and belief, the owner of the marks set forth in Schedule A attached hereto and hereby incorporated by reference, and all other worldwide rights appurtenant thereto, including, but not limited to, all goodwill associated with and symbolized by the marks, common law rights, trade name rights, causes of action and the right to recover for past infringement (hereinafter collectively referred to as "Trademarks");

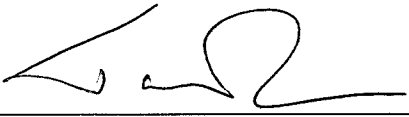
For good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby confirms that it has assigned and hereby assigns to ASSIGNEE all rights, title, and interest that ASSIGNOR may possess in and to the Trademarks, the worldwide applications and registrations for the Trademarks, including without limitation the applications set forth in Schedule B attached hereto and hereby incorporated by reference ("Applications"), any other registered or unregistered trademarks owned by ASSIGNOR or used anywhere by ASSIGNOR or any of its licensees relating to electronic cigarettes or parts or accessories for electronic cigarettes, together with the goodwill symbolized by said trademarks, and any and all rights that ASSIGNOR has obtained in such marks and all other rights appurtenant thereto, including but not limited to, all common law rights, trade name rights, causes of action and the right to recover for past infringement, concurrent with the transfer of certain tangible assets as indicia of said goodwill of the foregoing trademarks, and all other associated goodwill relating to such marks, along with the portion of the business to which such trademarks pertain, which is ongoing and existing.

IN WITNESS WHEREOF, the parties have caused this Assignment to be executed, effective as of the day and year first above written.

LIGGETT GROUP LLC
("ASSIGNOR")

ZOOM E-CIGS LLC
("ASSIGNEE")

By:  _____

By:  _____

Name: John R. Long

Name: James A. Taylor

Title: Vice President & General Counsel

Title: Executive Vice President

SCHEDULES TO TRADEMARK ASSIGNMENT

SCHEDULE A - TRADEMARKS

ZOOM

XEO

SCHEDULE B – TRADEMARK APPLICATION(S) AND REGISTRATION(S)

MARK	COUNTRY	APPL. NO.	FILING DATE
ZOOM	United States	85/913,791	April 24, 2013
ZOOM	China	12517213	May 2, 2013
ZOOM	European Community	11777539	April 29, 2013
XEO	United States	85/864,787	March 1, 2013

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