

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Santa Clara, Inc.		06/30/2010	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Nicaragua American Cigar, S.A.		
Street Address:	Apartados Postal #64		
Internal Address:	Barrio del Rosario		
City:	Esteli		
State/Country:	NICARAGUA		
Postal Code:	10601		
Entity Type:	CORPORATION: NICARAGUA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77934516	F & J	
CORRESPONDENCE DATA			
Fax Number:	9146836956		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	914 949-2700		
Email:	tbailey@bplaw.com		
Correspondent Name:	Thomas G. Bailey, Jr.		
Address Line 1:	One North Lexington Avenue		
Address Line 2:	Bleakley Platt & Schmidt, LLP		
Address Line 4:	White Plains, NEW YORK 10601		
DOMESTIC REPRESENTATIVE			
Name:	Thomas G. Bailey, Jr.		
Address Line 1:	One North Lexington Avenue		

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Address Line 2: Bleakley Platt & Schmidt, LLP
Address Line 4: White Plains, NEW YORK 10601

NAME OF SUBMITTER:	Thomas G. Bailey, Jr.
Signature:	/Thomas G. Bailey, Jr./
Date:	10/11/2013
Total Attachments: 1 source=Assignment_Frankie and Johnny_6 30 10#page1.tif	

ASSIGNMENT

WHEREAS, Santa Clara, Inc., is a North Carolina corporation with offices located c/o MC Management, Inc., 301 Route 10 East, Whippany, New Jersey 07981.

WHEREAS, Santa Clara, Inc. (hereinafter referred to as "ASSIGNOR") is the owner of the following trademark applications, along with any goodwill of the business in connection with which said trademarks are or will be used and which is symbolized by said trademarks: FRANKIE AND JOHNNY, U.S. Serial No. 77933381; FRANKIE AND JOHNNY (design), U.S. Serial No. 77933425; FRANKIE JOHNNY F&J (design), U.S. Serial No. 77937980; F&J, U.S. Serial No. 77933386; and F&J (design), U.S. Serial No. 77934516 (collectively the "FRANKIE AND JOHNNY Marks").

WHEREAS, Nicaragua American Cigar, S.A. is a Nicaraguan corporation with principal offices located at Apartados Postal #64, Donde Fue Colectivo Luisa Amanda Espinosa, Barrio del Rosario, Esteli, Nicaragua, Central America (hereinafter referred to as "ASSIGNEE"), and is desirous of acquiring the aforesaid trademarks, rights and goodwill.

NOW, THEREFORE, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged by said ASSIGNOR, said ASSIGNOR by these presents sells, transfers, conveys and assigns unto said ASSIGNEE, the entire right, title and interest in and to the FRANKIE AND JOHNNY Marks, together with all rights to recover for past misuse or infringement of said trademark and the goodwill of the business in connection with which said trademarks are used and which is symbolized by said trademarks. Further, Assignor agrees to cooperate fully with Assignee in pursuing its applications.

Santa Clara, Inc.

By: 

Lewis Rothman
Chief Executive Officer

Dated: June 30, 2010