

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet 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 |
| El Rey De Los Habanos, Inc. | | 01/03/2014 | CORPORATION: FLORIDA |
| RECEIVING PARTY DATA | | | |
| Name: | J.G.G. Tobacco Holding Company, Inc. | | |
| Street Address: | 1890 N.W. 96th Avenue | | |
| City: | Doral | | |
| State/Country: | FLORIDA | | |
| Postal Code: | 33172 | | |
| Entity Type: | CORPORATION: FLORIDA | | |
| PROPERTY NUMBERS Total: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2814352 | VEGAS CUBANAS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 3058580008 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 305-858-8000 | | |
| Email: | Trademarks@malloylaw.com | | |
| Correspondent Name: | Malloy & Malloy, P.L. | | |
| Address Line 1: | 2800 S.W. 3rd Avenue | | |
| Address Line 4: | Miami, FLORIDA 33129 | | |
| ATTORNEY DOCKET NUMBER: | 8.106.13 | | |
| NAME OF SUBMITTER: | Peter A. Matos | | |
| Signature: | /Peter A. Matos/ | | |
| Date: | 01/07/2014 | | |
| Total Attachments: 1 source=Signed Assignment#page1.tif | | | |

OP \$40.00 2814352

ASSIGNMENT OF U.S. TRADEMARK & REGISTRATIONS

WHEREAS, El Rey De Los Habanos, Inc. ("Assignor"), a corporation of Florida, with an address of: 1120 S.W. 8th Street Miami, Florida 33130, adopted, used and is using the trademark "VEGAS CUBANAS" in connection with "Cigars made from Cuban seed tobacco," for which a registration has been obtained in the United States Patent and Trademark Office, namely, U.S. Trademark Reg. No. 2,814,352; and

WHEREAS, J.G.G. Tobacco Holding Company, Inc. ("Assignee"), a corporation of Florida, having an address of: 1890 N.W. 96th Avenue Doral, Florida 33172 is desirous of acquiring all rights in and to said trademark for the territory of the United States, and all foreign countries, together with the registration therefor and good will associated with the mark, and including the right to sue for past infringement.

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, El Rey De Los Habanos, Inc., does hereby assign unto J.G.G. Tobacco Holding Company, Inc., all rights, title and interest in and to the trademark "VEGAS CUBANAS," including the above identified registration therefor, together with the good will of the business symbolized by the trademark, and the right to sue for past infringement.

El Rey De Los Habanos, Inc.

Signed:

Print Name:

Title:

[Signature]
Janny Garcia
 Vice-President

STATE OF FLORIDA)
)SS:
 COUNTY OF MIAMI-DADE)

The foregoing instrument was acknowledged before me this 3 day of January, 2014, by Janny Garcia who is personally known to me or who produced identification. Type of identification produced: Driver's License.

Notary Public

[Signature]
Janette Perez

Name of Notary typed or printed

My Commission Expires:



TRADEMARK