

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST IN TRADEMARKS AT REEL/FRAME NO. 4609/0166

CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
U.S. BANK NATIONAL ASSOCIATION, AS THIRD LIEN NOTES COLLATERAL AGENT		01/13/2014	A FEDERALLY CHARTERED BANK: UNITED STATES

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:	1133291	ZIG ZAG
Registration Number:	1472580	ZIG ZAG
Registration Number:	1775416	ZIG-ZAG
Registration Number:	2582490	ZIG-ZAG
Registration Number:	2610473	NORTH ATLANTIC OPERATING COMPANY
Registration Number:	3867900	ZIG-ZAG
Registration Number:	2780643	ZIG ZAG CLASSIC AMERICAN BLEND
Registration Number:	2635446	NORTH ATLANTIC OPERATING COMPANY
Registration Number:	2664694	NORTH ATLANTIC OPERATING COMPANY, INC.
Registration Number:	2664695	NORTH ATLANTIC OPERATING COMPANY, INC.
Registration Number:	2850959	MARKET-MASTER
Registration Number:	4144091	ZIGARI

OP \$390.00 1133291

Serial Number:	76357543	CLASSIC AMERICAN BLEND
Serial Number:	76357922	CLASSIC AMERICAN BLEND
Serial Number:	78781115	CLASSIC AMERICAN BLEND

CORRESPONDENCE DATA

Fax Number: 7147558290

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

Email: IPDOCKET@LW.COM, KRISTIN.AZCONA@LW.COM

Correspondent Name: LATHAM & WATKINS LLP

Address Line 1: 650 TOWN CENTER DRIVE, 20TH FLOOR

Address Line 4: COSTA MESA, CALIFORNIA 92626

ATTORNEY DOCKET NUMBER:	037216-0018
NAME OF SUBMITTER:	KRISTIN J AZCONA
Signature:	/KJA/
Date:	01/15/2014

Total Attachments: 4
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RELEASE OF SECURITY INTEREST IN TRADEMARKS

WHEREAS, pursuant to that certain Grant of Security Interest in United States Trademarks, dated as of July 28, 2011 (the "Third Lien Trademark Security Agreement"), recorded in the United States Patent and Trademark Office at Reel 004609, Frame 0166 on August 22, 2011, by North Atlantic Operating Company, Inc. ("Releasee"), to U.S. Bank National Association, in its capacity as Third Lien Notes Collateral Agent under the Third Lien Notes Security Agreement ("Releasor"), Releasee assigned to Releasor as collateral security, and granted to Releasor a continuing security interest in, to and under the trademarks and trademark registrations and applications therefor and service marks listed on Schedule A of the Third Lien Trademark Security Agreement, together with, among other things, the good-will of the business with which the Trademarks are associated, 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 execute, acknowledge and deliver, this Release of Security Interest in Trademarks to confirm the release, relinquishment and discharge of its continuing security interest in, to and under 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 Third Lien Trademark Security Agreement.
2. **Release of Security Interest.** Releasor hereby, without any representation or warranty and without any recourse to Releasor, terminates the Third Lien Trademark Security Agreement and releases, relinquishes and discharges its continuing security interest in, to and under the Trademark Collateral and retransfers and reassigns to Releasee any right, title or interest Releasor may have in, to and under the Trademark Collateral.

[Remainder of page intentionally left blank.]

IN WITNESS WHEREOF, Releasor has caused this Release of Security Interest
in Trademarks to be duly executed as of January 13, 2014

U.S. BANK NATIONAL ASSOCIATION, solely
in its capacity as Collateral Agent, and not in its
individual capacity

By: Donald T. Hurrelbrink
Name: Donald T. Hurrelbrink
Title: Vice President

[Third Lien Release of Trademarks – NAOC]



United States Patent and Trademark Office

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Trademark Assignment Details

Reel/Frame: [4609/0166](#)[View Recorded Assignment](#)

Pages: 7

Recorded: 08/22/2011

Attorney Dkt #: 1155735-0012

Conveyance: GRANT OF SECURITY INTEREST IN US TRADEMARKS - 3RD LIEN

Total properties: 15

1	Serial #: 73085295 Mark: ZIG ZAG	Filing Dt: 04/27/1976	Reg #: 1133291	Reg. Dt: 04/15/1980
2	Serial #: 73628858 Mark: ZIG ZAG	Filing Dt: 11/06/1986	Reg #: 1472580	Reg. Dt: 01/12/1988
3	Serial #: 74250904 Mark: ZIG-ZAG	Filing Dt: 03/02/1992	Reg #: 1775416	Reg. Dt: 06/08/1993
4	Serial #: 75255066 Mark: ZIG-ZAG	Filing Dt: 03/10/1997	Reg #: 2582490	Reg. Dt: 06/18/2002
5	Serial #: 76115213 Mark: NORTH ATLANTIC OPERATING COMPANY	Filing Dt: 08/24/2000	Reg #: 2610473	Reg. Dt: 08/20/2002
6	Serial #: 76357543 Mark: CLASSIC AMERICAN BLEND	Filing Dt: 01/11/2002	Reg #: NONE	Reg. Dt:
7	Serial #: 76357922 Mark: CLASSIC AMERICAN BLEND	Filing Dt: 01/11/2002	Reg #: NONE	Reg. Dt:
8	Serial #: 77367950 Mark: ZIG-ZAG	Filing Dt: 01/09/2008	Reg #: 3867900	Reg. Dt: 10/26/2010
9	Serial #: 78084504 Mark: ZIG ZAG CLASSIC AMERICAN BLEND	Filing Dt: 09/19/2001	Reg #: 2780643	Reg. Dt: 11/04/2003
10	Serial #: 78091719 Mark: NORTH ATLANTIC OPERATING COMPANY	Filing Dt: 11/05/2001	Reg #: 2635446	Reg. Dt: 10/15/2002
11	Serial #: 78092298 Mark: NORTH ATLANTIC OPERATING COMPANY, INC.	Filing Dt: 11/08/2001	Reg #: 2664694	Reg. Dt: 12/17/2002
12	Serial #: 78092299 Mark: NORTH ATLANTIC OPERATING COMPANY, INC.	Filing Dt: 11/08/2001	Reg #: 2664695	Reg. Dt: 12/17/2002
13	Serial #: 78264327 Mark: MARKET-MASTER	Filing Dt: 06/19/2003	Reg #: 2850959	Reg. Dt: 06/08/2004
14	Serial #: 78781115 Mark: CLASSIC AMERICAN BLEND	Filing Dt: 12/27/2005	Reg #: NONE	Reg. Dt:
15	Serial #: 85289914 Mark: ZIGARI	Filing Dt: 04/08/2011	Reg #: 4144091	Reg. Dt: 05/15/2012

Assignor

1 [NORTH ATLANTIC OPERATING COMPANY, INC.](#)

Exec Dt: 07/28/2011

Entity Type: CORPORATION

Citizenship: DELAWARE

Assignee

1 U.S. BANK NATIONAL ASSOCIATION, AS THIRD LIEN NOTES COLLATERAL AGENT
60 LIVINGSTON AVENUE
EP-MN-WS3C
ST. PAUL, MINNESOTA 55107-2292

Entity Type: A FEDERALY
 CHARTERED BANK
Citizenship: UNITED STATES

Correspondence name and address

WHITE & CASE LLP
1155 AVENUE OF THE AMERICAS
PATENTS & TRADEMARKS
NEW YORK, NY 10036

Search Results as of: 01/15/2014 06:41 PM

If you have any comments or questions concerning the data displayed, contact PRD / Assignments at 571-272-3350. v.2.3.4
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