

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM309572

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
ALFRED DUNHILL MANUFACTURING LIMITED		06/24/2014	CORPORATION: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Alfred Dunhill Limited		
<b>Street Address:</b>	15 Hill Street		
<b>City:</b>	London		
<b>State/Country:</b>	UTAH		
<b>Postal Code:</b>	W1J 5QT		
<b>Entity Type:</b>	CORPORATION: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1185098	PARKER	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2128135901		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	2128135900		
<b>Email:</b>	assignments@fzlj.com		
<b>Correspondent Name:</b>	LAWRENCE E. APOLZON		
<b>Address Line 1:</b>	FROSS ZELNICK LEHRMAN & ZISSU, P.C.		
<b>Address Line 2:</b>	866 UNITED NATIONS PLAZA		
<b>Address Line 4:</b>	NEW YORK, NEW YORK 10017		
<b>ATTORNEY DOCKET NUMBER:</b>	ADP 0109629		
<b>NAME OF SUBMITTER:</b>	Lawrence E. Apolzon		
<b>SIGNATURE:</b>	/anca nicolescu/		
<b>DATE SIGNED:</b>	07/02/2014		
<b>Total Attachments: 4</b>			
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CH \$40.00 1185098

DEED OF ASSIGNMENT

THIS DEED OF ASSIGNMENT is made the 24<sup>th</sup> day of June 2014 between Alfred Dunhill Manufacturing Limited (hereinafter referred to as the "Assignor") a company incorporated under the laws of the U.K with offices at 15 Hill Street, London W1J 5QT and Alfred Dunhill Limited (hereinafter referred to as the "Assignee") a company incorporated under the laws of the U.K. with offices at 15 Hill Street, London W1J 5QT

WHEREAS the Assignor is the proprietor of all right title and interest in and to the trade marks details of which are set out in the First Schedule hereto (hereinafter referred to as "The Marks")

AND WHEREAS the Assignor has agreed to assign all right, title and interest in and to The Marks to the Assignee

The Assignor, for the good and valuable consideration of £1.00 (receipt of which is hereby acknowledged), hereby assigns to the Assignee all right, title and interest in and to the Marks TOGETHER WITH the goodwill of the business in which the Marks are and/or have been used and the goodwill and all the rights and/or the reputation which the Assignor may have acquired through the use by or on behalf of the Assignor and all rights of use and other benefits and advantages in any manner accruing to the Assignor

Executed <sup>and delivered</sup> at London this 24<sup>th</sup> day of June 2014

Assignor: ALFRED DUNHILL MANUFACTURING LIMITED

Name: R. Brooks

Title: RUPERT BROOKS, DIRECTOR

Name: J. Taylor

Title: JESSICA TAYLOR  
COMPANY SECRETARY

TRADEMARK

REEL: 005315 FRAME: 0400

*and delivered*  
Executed at LONDON this <sup>27<sup>th</sup></sup> day of JUNE 2014

Assignee: ALFRED DUNHILL LIMITED

Name: Gary Stevenson

Title: BRAVO FINANCE DIRECTOR,

Name: R. Brooks

Title: RUPERT BROOKS, COMPANY SECRETARY

MARK

COUNTRY

REG. NO.

CLASS(ES)

REDACTED

REDACTED

**REDACTED**

PARKER

U.S.A.

1185098

34

**REDACTED**