

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM315753

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST
SEQUENCE:	3

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Bethlehem Sales, LLC		08/01/2014	LIMITED LIABILITY COMPANY: DELAWARE

RECEIVING PARTY DATA

Name:	BPA Sales, LP
Street Address:	1911 Spillman Drive
Internal Address:	Dept. 26
City:	Bethlehem
State/Country:	PENNSYLVANIA
Postal Code:	18015
Entity Type:	LIMITED PARTNERSHIP: DELAWARE

PROPERTY NUMBERS Total: 12

Property Type	Number	Word Mark
Registration Number:	3897302	BLENDLAB
Registration Number:	3242204	CI
Registration Number:	3448607	CI
Registration Number:	3144500	CIGARBID
Registration Number:	3099964	CIGARFEST
Registration Number:	3070775	CIGARS INTERNATIONAL
Registration Number:	2656618	CIGARS INTERNATIONAL
Registration Number:	2721342	CIGARS INTERNATIONAL
Registration Number:	3757566	JOE CIGAR
Registration Number:	3788220	MAKE ME AN OFFER
Registration Number:	4116596	
Registration Number:	4264145	MMAO

CORRESPONDENCE DATA

Fax Number: 2158325767

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.

Phone: 215-569-5767

TRADEMARK

Email: perry@blankrome.com
Correspondent Name: David M. Perry
Address Line 1: One Logan Square
Address Line 2: 8th Floor
Address Line 4: Philadelphia, PENNSYLVANIA 19103

ATTORNEY DOCKET NUMBER: 117393-00101

NAME OF SUBMITTER: David M. Perry

SIGNATURE: /David M. Perry/

DATE SIGNED: 09/02/2014

Total Attachments: 3

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TRADEMARK ASSIGNMENT

This assignment ("Assignment") is made and entered into as of August 1, 2014, by and between Bethlehem Sales, LLC, a Delaware limited liability company with a business address at 1911 Spillman Drive, Dept. 23, Bethlehem, PA 18015 ("Assignor"), and BPA Sales, LP, a Delaware limited partnership with a business address at 1911 Spillman Drive, Dept. 26, Bethlehem, PA 18015 ("Assignee").

WHEREAS, earlier on even date herewith, Assignor received ownership of all right, title and interest in and to the following trademarks, together with the registrations therefor and all goodwill associated therewith (the "Trademarks") from M&D Wholesale Distributors, Inc.:

WHEREAS, Assignor is the owner of all right, title and interest in and to the following Trademarks, together with the registrations therefor and all goodwill associated.

BLENDLAB®	3,897,302
CI®	3,242,204
CI & DESIGN 	3,448,607
CIGARBID®	3,144,500
CIGARFEST®	3,099,964
CIGARS INTERNATIONAL®	3,070,775
CIGARS INTERNATIONAL & DESIGN 	2,656,618
CIGARS INTERNATIONAL & DESIGN  <small>Cigars International</small>	2,721,342
JOE CIGAR®	3,757,566
MAKE ME AN OFFER®	3,788,220
MISCELLANEOUS DESIGN 	4,116,596
MMAO®	4,264,145

WHEREAS, Assignor desires to assign to Assignee all of its right, title, and interest in and to the Trademarks, and Assignee desires to acquire all such right, title and interest.

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TRADEMARK
REEL: 005355 FRAME: 0183

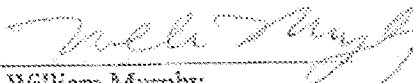
NOW, THEREFORE, in exchange for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all of Assignor's right, title, and interest in and to the Trademarks.

This Assignment may be executed in one or more counterparts, each of which shall be deemed an original, and all of which together shall constitute one and the same agreement. Facsimile signatures by either party shall be deemed effective and binding.

<Remainder of page intentionally blank, signature page follows>

IN WITNESS WHEREOF, each party has caused this Assignment to be executed as of the date first set forth above by its duly authorized representative.

ASSIGNOR: Bethlehem Sales, LLC

By: 
Name: William Murphy
Title: President

ASSIGNEE: BPA Sales, LP

By: 
Name: Tia K. Gantler
Title: Treasurer

Signature Page - Trademark Assignment (Bethlehem Sales and BPA Sales)