

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM315754

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST
<b>SEQUENCE:</b>	4

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
BPA Sales, LP		08/01/2014	LIMITED PARTNERSHIP: DELAWARE

## RECEIVING PARTY DATA

<b>Name:</b>	Bethlehem IP Holdings, LLC
<b>Street Address:</b>	1911 Spillman Drive
<b>Internal Address:</b>	Dept. 27
<b>City:</b>	Bethlehem
<b>State/Country:</b>	PENNSYLVANIA
<b>Postal Code:</b>	18015
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: 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 on August 1, 2014, by and between BPA Sales, LP, a Delaware limited partnership with a business address at 1911 Spillman Drive, Dept. 26, Bethlehem, PA 18015 ("Assignor"), and Bethlehem IP Holdings, LLC, a Delaware limited liability company with a business address at 1911 Spillman Drive, Dept. 27, 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 Bethlehem Sales, LLC, which had previously received ownership of all right, title and interest in and to the Trademarks, together with the registrations therefor and all goodwill associated therewith from M&D Wholesale Distributors, Inc.:

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

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111928-85453

**TRADEMARK**  
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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.

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:

BPA Sales, LP

By: 

Name: William Murphy

Title: President

ASSIGNEE:

Bethlehem IP Holdings, LLC

By: 

Name: Craig Reynolds

Title: President

*Signature Page - Trademark Assignment (BPA Sales and IP Holdings)*