

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM334990

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ballantyne Brands, LLC		11/10/2014	LIMITED LIABILITY COMPANY: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	J. Cortes Cigars, naamloze vennootschap		
Street Address:	Pannenbakkersstraat 1		
City:	Moen		
State/Country:	BELGIUM		
Postal Code:	B-8552		
Entity Type:	joint stock company: BELGIUM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85758093	NEO ELECTRONIC CIGARETTES	
CORRESPONDENCE DATA			
Fax Number:	2129491690		
<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>			
Phone:	2126973750		
Email:	dbk@kirschsteinlaw.com		
Correspondent Name:	David B. Kirschstein		
Address Line 1:	425 Fifth Avenue, 5th Floor		
Address Line 4:	New York, NEW YORK 10016-2223		
ATTORNEY DOCKET NUMBER:	NEO ELECTRONIC CIGARETTES		
DOMESTIC REPRESENTATIVE			
Name:	David B. Kirschstein		
Address Line 1:	425 Fifth Avenue, 5th Floor		
Address Line 4:	New York, NEW YORK 10016-2223		
NAME OF SUBMITTER:	David B. Kirschstein		
SIGNATURE:	/David B. Kirschstein/		
DATE SIGNED:	03/13/2015		

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Total Attachments: 1

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ASSIGNMENT

WHEREAS, BALLANTYNE BRANDS, a limited liability company organized and existing under the laws of the State of North Carolina, located and doing business at 10700 Sikes Place, Suite 120, Charlotte, North Carolina 28277 (hereinafter "Assignor"), is the owner of the trademark NEO ELECTRONIC CIGARETTES, an application for which was filed in the U.S. Patent and Trademark Office on October 18, 2012 under Serial No. 85-758,093; and

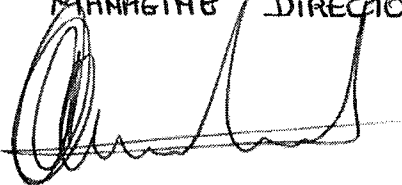
WHEREAS, J. CORTES CIGARS, NAAMLOZE VENNOOTSCHAP, a joint stock company organized and existing under the laws of Belgium, located and doing business at Pannenbakkersstraat 1, B-8552 Moen, Belgium (hereinafter "Assignee"), is desirous of acquiring said mark and application and the portion of the Assignor's business to which the mark pertains;

NOW, THEREFORE, for good and valuable consideration receipt of which is hereby acknowledged, said Assignor does hereby assign unto the said Assignee all right, title and interest in and to Application Serial No. 85-758,093, the said mark NEO ELECTRONIC CIGARETTES and the good will associated therewith, and the portion of the business to which the mark pertains.

Dated: November 10, 2014

J. CORTES CIGARS N.V.

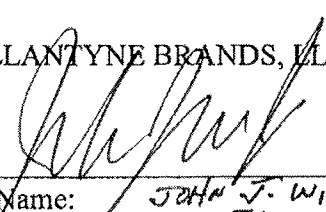
Represented by Eegen Kweck BBA,
on its time also represented by
FREDERIK VANDERMARLIERE
MANAGING DIRECTOR



BALLANTYNE BRANDS, LLC

BY

Name:
Title:


JOHN J. WIESEMAN, JR.
CEO