

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM335477

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
WELLS FARGO BANK, NATIONAL ASSOCIATION		02/27/2015	NATIONAL ASSOCIATION: UNITED STATES
RECEIVING PARTY DATA			
Name:	Njoy, Inc.		
Street Address:	15211 N. Kierland Blvd.		
City:	Scottsdale		
State/Country:	ARIZONA		
Postal Code:	85254		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3427769	NJOY	
Registration Number:	3605693	NPRO	
Registration Number:	3672836	NROBO	
Registration Number:	4091150	NJOY	
Registration Number:	4159073		
Registration Number:	4159085	ONEJOY	
CORRESPONDENCE DATA			
Fax Number:	2123553333		
<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:	212-813-8800		
Email:	NY-TM-Admin@goodwinprocter.com		
Correspondent Name:	GOODWIN PROCTER LLP/Janis Nici		
Address Line 1:	620 Eighth Avenue		
Address Line 4:	New York, NEW YORK 10018		
ATTORNEY DOCKET NUMBER:	129735238898		
NAME OF SUBMITTER:	Janis Nici		
SIGNATURE:	/janis nici/		
DATE SIGNED:	03/18/2015		

OP \$165.00 3427769

Total Attachments: 6

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**WELLS
FARGO**

Wells Fargo Capital Finance
Business Credit
MAC S4101:158
100 West Washington Street, 15th Floor
Phoenix, AZ 85003

Tel: 602 378 2478
Fax: 602 378 6215

**RELEASE AND TERMINATION OF
SECURITY INTEREST IN INTELLECTUAL PROPERTY**

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, WELLS FARGO BANK, NATIONAL ASSOCIATION, acting through its Wells Fargo Capital Finance operating division ("Secured Party"), whose address and principal place of business is 100 West Washington Street, Phoenix, Arizona 85003, does hereby terminate and release, without any recourse, representation or warranty, any and all right, title and interest in and liens and security interests it may have upon the patents and trademarks listed on Exhibits A and B attached hereto, which liens and security interests were established under and pursuant to that certain Patent and Trademark Security Agreement dated as of August 29, 2012 in favor of Secured Party.

[Signature Page Follows.]

Together we'll go far



TRADEMARK

REEL: 005480 FRAME: 0550

**WELLS
FARGO**

IN WITNESS WHEREOF, the Agent has caused this Release and Termination of Security Interest to be duly executed and delivered by its officer thereunto duly authorized as of the day and year first written above.

**WELLS FARGO BANK, NATIONAL
ASSOCIATION**, acting through its Wells
Fargo Capital Finance operating division.

By: _____

Sarah Jorpey

Authorized Signing Officer

[Signature Page to Release and Termination of Security Interest]

TRADEMARK
REEL: 005480 FRAME: 0551

EXHIBIT A

Serial Number and Filing Date	Application Type	Title	Status
12/465,551; 05-13-2009	Non-Provisional	ELECTRONIC VAPORIZING DEVICES AND DOCKING STATIONS	Pending - Non-final office action mailed from USPTO 05-17-2012 - response due by 08-17-2012
29/404,202; 10-17-2011	Design	ORNAMENTAL DESIGN FOR AN ELECTRONIC CIGARETTE CONTAINER	Pending - Application Undergoing Preexam Processing - same
61/548,122; 10-17-2011	Provisional	ELECTRONIC CIGARETTE CONTAINER AND METHOD THEREFOR	Pending -- non-provisional needs to be filed by 10-17-2012 - converted application filed 06-06-2012
13/490,352; 06-06-2012; provisional 61/548,122	Non-Provisional	ELECTRONIC CIGARETTE CONTAINER AND METHOD THEREFOR	Pending - Application Undergoing Preexam Processing
61/497,406; 6-15-2011	Provisional	ELECTRONIC CIGARETTE CARRY CASE DEVICE AND METHOD	Pending -- non-provisional needs to be filed by 6-15-2012 - converted application filed 06-06-2012
13/524,268; 06-15-2012; provisional 61/497,406	Non-Provisional	ELECTRONIC CIGARETTE CARRY CASE DEVICE AND METHOD	Pending - Application Undergoing Preexam Processing
61/614,973; 3-23-2012	Provisional	ELECTRONIC CIGARETTE ATTACHMENTS, COMPONENTS AND HOLDERS	Pending -- non-provisional needs to be filed by 3-23-2013 - same
61/614,894; 3-23-2012	Provisional	SINGLE-USE ELECTRONIC CIGAR	Pending -- non-provisional needs to be filed by 3-23-2013 - same
61/605,597; 3-1-2012	Provisional	ELECTRONIC CIGARETTE SLEEVE AND METHODS THEREOF	Pending -- non-provisional needs to be filed by 3-1-2013 - converted application filed 06-06-2012

Serial Number and Filing Date	Application Type	Title	Status
13/490,365; 06-06-2012; provisional 61/605,597	Non-Provisional	ELECTRONIC CIGARETTE SLEEVE AND METHODS THEREOF	Pending - Application Undergoing Preexam Processing
61/624,056; 04-13-2012	Provisional	SOFT-ENDED ELECTRONIC CIGARETTE	Pending - non-provisional needs to be filed by 4-13-2013
13/490,352; 06-06-2012	Non-Provisional	AN ELECTRONIC CIGARETTE CONTAINER AND METHOD	Pending - Application Undergoing Preexam Processing - same
13/490,365; 06-06-2012	Non-Provisional	ELECTRONIC CIGARETTE SLEEVE	Pending - Application Undergoing Preexam Processing - same
13/495,186; 06-13-2012	Non-Provisional	ELECTRONIC CIGARETTE CONTAINER	Pending - Application Undergoing Preexam Processing -same
61/674,725; 07-23-2012	Provisional	COMBINATION BOX AND DISPLAY UNIT	Pending - non-provisional needs to be filed by 07-23-2013
61/674,712; 07-23-2012	Provisional	ELECTRONIC CIGARETTE CONFIGURED TO STIMULATE THE NATURAL BURN OF A TRADITIONAL CIGARETTE	Pending -non-provisional needs to be filed by 07-23-2013

EXHIBIT B

UNITED STATES ISSUED TRADEMARKS, SERVICE MARKS
AND COLLECTIVE MEMBERSHIP MARKS

REGISTRATIONS

<u>Mark</u>	<u>Registration Number</u>	<u>Registration Date</u>
NJOY	3,427,769	May 13, 2008
NPRO	3,605,693	April 14, 2009
NROBO	3,672,836	August 25, 2009
NJOY	4,091,150	January 24, 2012
NJOY LOGO	4,159,073	June 12, 2012
ONEJOY	4,159,085	June 12, 2012

APPLICATIONS

<u>Mark</u>	<u>Serial Number</u>	<u>Filing Date</u>
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NONE

COLLECTIVE MEMBERSHIP MARKS

NONE

UNREGISTERED MARKS

NONE

**WELLS
FARGO**

FOREIGN REGISTERED MARKS

<u>Mark</u>	<u>Country</u>	<u>Registration Number</u>	<u>Registration Date</u>
NJOY	European Union	7,450,711	December 24, 2009
NJOY	Canada	TMA778.601	September 30, 2010
NJOY	Israel	217450	December 17, 2008

FOREIGN TRADEMARK APPLICATIONS

<u>Mark</u>	<u>Country</u>	<u>Application Number</u>	<u>Application Date</u>
	NONE		