

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM341185

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ENTITY CONVERSION		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Lorillard Technologies, Inc.		12/19/2012	CORPORATION: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Lorillard Technologies, Inc.		
<b>Street Address:</b>	714 Green Valley Road		
<b>City:</b>	Greensboro		
<b>State/Country:</b>	NORTH CAROLINA		
<b>Postal Code:</b>	27408		
<b>Entity Type:</b>	CORPORATION: NORTH CAROLINA		
<b>PROPERTY NUMBERS Total: 30</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4396247	QUIK E-CIG	
<b>Registration Number:</b>	4396246	QUIK E-CIG	
<b>Registration Number:</b>	3846035	BLU ECIGS	
<b>Registration Number:</b>	4500851	MAGNUM	
<b>Registration Number:</b>	4532367	FREEDOM PROJECT	
<b>Registration Number:</b>	4536491	FREEDOM PROJECT	
<b>Registration Number:</b>	4562878	FREEDOM PROJECT	
<b>Registration Number:</b>	4546911		
<b>Registration Number:</b>	4694765	BLU NATION	
<b>Serial Number:</b>	85131965	BLU	
<b>Serial Number:</b>	86203901	BLU	
<b>Serial Number:</b>	85131287	BLU	
<b>Serial Number:</b>	85092665	BLU CIGS	
<b>Serial Number:</b>	86010437	BLU CART	
<b>Serial Number:</b>	86010469	BLU APP	
<b>Serial Number:</b>	86078727	BLU NATION	
<b>Serial Number:</b>	86216759	BLULINK	
<b>Serial Number:</b>	86270209	BLU TANK	
<b>Serial Number:</b>	86270213	BLU +	

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Property Type	Number	Word Mark
Serial Number:	86270221	BLU PLUS
Serial Number:	86278810	BLU PLUS +
Serial Number:	86291961	BLU ECIGS PLUS+
Serial Number:	86291968	PLUS+
Serial Number:	86297985	BLU TANKS
Serial Number:	86402343	BLU ECIG PLUS+
Serial Number:	86426161	PLUS+
Serial Number:	86524250	DISCOVER GREAT TASTE
Serial Number:	86550160	BLU. THE COLOR OF SATISFACTION.
Serial Number:	86576966	BLU PLUS TANKS
Serial Number:	86576968	BLU PLUS + TANKS

**CORRESPONDENCE DATA**

Fax Number: 2029068669

*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: 202.906.8618

Email: ipmail@dykema.com

Correspondent Name: Eric T. Fingerhut

Address Line 1: 1300 I St., NW, Suite 300 West

Address Line 4: Washington, D.C. 20005

<b>ATTORNEY DOCKET NUMBER:</b>	065887-0003
<b>NAME OF SUBMITTER:</b>	Eric T. Fingerhut
<b>SIGNATURE:</b>	/eric t. fingerhut/
<b>DATE SIGNED:</b>	05/13/2015

**Total Attachments: 2**

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# Delaware

PAGE 1

*The First State*

I, JEFFREY W. BULLOCK, SECRETARY OF STATE OF THE STATE OF DELAWARE, DO HEREBY CERTIFY THE ATTACHED IS A TRUE AND CORRECT COPY OF THE CERTIFICATE OF CONVERSION OF "LORILLARD TECHNOLOGIES, INC.", FILED IN THIS OFFICE ON THE NINETEENTH DAY OF DECEMBER, A.D. 2012, AT 9:23 O'CLOCK P.M.


AND I DO HEREBY FURTHER CERTIFY THAT THE CORPORATION HAS FILED ALL DOCUMENTS AND PAID ALL FEES REQUIRED, AND THEREUPON THE CORPORATION SHALL CEASE TO EXIST AS A CORPORATION OF THE STATE OF DELAWARE.

5134356 1721C

121368175



You may verify this certificate online  
at [corp.delaware.gov/authver.shtml](http://corp.delaware.gov/authver.shtml)

  
Jeffrey W. Bullock, Secretary of State  
AUTHENTICATION: 0094556

DATE: 12-24-12

TRADEMARK  
REEL: 005515 FRAME: 0752

**STATE OF DELAWARE  
CERTIFICATE OF CONVERSION  
FROM A DELAWARE CORPORATION  
TO A NON-DELAWARE ENTITY  
PURSUANT SECTION 266 OF THE  
GENERAL CORPORATION LAW**

- 1.) The name of the Corporation is Lorillard Technologies, Inc.  
\_\_\_\_\_.
- (If changed, the name under which it's certificate of incorporation was originally filed was LRDT, Inc..)
- 2.) The date of filing of its original certificate of incorporation with the Secretary of State is April 4, 2012.
- 3.) The jurisdiction to which the corporation shall convert to is North Carolina and the name under which the entity shall be known as is Lorillard Technologies, Inc.
- 4.) The conversion has been approved in accordance with this section;
- 5.) The corporation may be served with process in the State of Delaware in any action, suit or proceeding for enforcement of any obligation of the corporation arising while it was a corporation of the State of Delaware, and that it irrevocably appoints the Secretary of State as its agent to accept service of process in any such action, suit or proceeding.
- 6.) The address to which a copy of the process shall be mailed to by the Secretary of State is CSC, 327 Hillsborough Street, Raleigh, NC 27603  
\_\_\_\_\_.

In Witness Whereof, the undersigned have executed this Certificate of Conversion on this 19th day of December, A.D. 2012.

By:   
Authorized Officer

Name: Ronald Whitford, Asst. Sec  
Print or Type Name and Title