

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM341295

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ZippMark, Inc.		04/21/2015	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Lorillard Technologies, Inc.		
Street Address:	714 Green Valley Road		
City:	Greensboro		
State/Country:	NORTH CAROLINA		
Postal Code:	27408		
Entity Type:	CORPORATION: NORTH CAROLINA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3606674	BLU	
Registration Number:	3680360	BLU	
Registration Number:	3469390	BLU	
Registration Number:	3299190	BLU	
CORRESPONDENCE DATA			
Fax Number:	2029068669		
<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:	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		
ATTORNEY DOCKET NUMBER:	065887-0003		
NAME OF SUBMITTER:	Eric T. Fingerhut		
SIGNATURE:	/eric t. fingerhut/		
DATE SIGNED:	05/14/2015		
Total Attachments: 3			
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CONFIRMATORY TRADEMARK ASSIGNMENT AGREEMENT

This CONFIRMATORY TRADEMARK ASSIGNMENT AGREEMENT ("Agreement") is between ZIPPMARK, INC. a Delaware corporation, 1105 North Market Street, Suite 1300 Wilmington DE, 19801, USA ("ZippMark"), and LORILLARD TECHNOLOGIES, INC., a North Carolina corporation, 714 Green Valley Road, Greensboro, NC 27408, USA ("LTI") (collectively the "Parties" and each a "Party"). This Agreement is effective as of April 21, 2015 (the "Effective Date").

RECITALS

A. ZippMark is the owner of the trademarks listed below (the "MARKS"):

Country	Mark	Owner	App. No.	Fjk Date MM/DD/YYYY	Reg. No.	Reg. Date MM/DD/YYYY	Cl.
1	UNITED STATES BLU	ZippMark, Inc.	77/209,860	06/19/2007	3,606,674	04/14/2009	4
2	UNITED STATES BLU	ZippMark, Inc.	77/209,871	06/19/2007	3,680,360	09/08/2009	34
3	UNITED STATES 	ZippMark, Inc.	78/662,100	06/30/2005	3,469,390	07/15/2008	34
1	UNITED STATES 	ZippMark, Inc.	78/662,091	06/30/2005	3,299,190	09/25/2007	14

B. LTI desires to acquire all of ZippMark's rights, title and interest in and to the MARKS, including any and all goodwill relating thereto.

TERMS

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereby agree as follows:

1. Assignment. ZippMark hereby sells, assigns, transfers and conveys to LTI all of ZippMark's entire right, title, and interest in and to the MARKS, together with all of the goodwill associated therewith.

2. Governing Law. This Agreement shall be construed under and shall be governed by California law, without application to any conflict of law principles.

IN WITNESS WHEREOF, ZippMark and LTI have caused this Agreement to be executed by their duly authorized representatives as of the Effective Date.

ZIPPMARK, INC.

By: *Richard A. Roupe*

Name: Richard A. Roupe

Title: President

Date: April 29, 2015

LORILLARD TECHNOLOGIES, INC.

By: _____

Name: _____

Title: _____

Date: _____

010-8071-0064/1/AMERICAS

IN WITNESS WHEREOF, ZippMark and LTI have caused this Agreement to be executed by their duly authorized representatives as of the Effective Date.

ZIPPMARK, INC.

By: _____

Name: _____

Title: _____

Date: _____

LORILLARD TECHNOLOGIES, INC.

By:  _____

Name: Ronald O. Whitford, Jr.

Title: Assistant Secretary

Date: April 28, 2015

010-0071 6064/L/HAERICAL