

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM342196

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
C.A.T. Tobacco Corp.		09/10/2014	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	General Cigar Company Inc.		
Street Address:	10900 Nuckols Road, Suite 100		
City:	Glen Allen		
State/Country:	VIRGINIA		
Postal Code:	23060		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86335124	CHARLIE TORAÑO CAPTIVA	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	hanne.malling@st-group.com		
Correspondent Name:	Hanne Malling		
Address Line 1:	Sydmarken 42		
Address Line 4:	Soeborg, DENMARK 2860		
ATTORNEY DOCKET NUMBER:	TORANO/GCC		
NAME OF SUBMITTER:	Hanne Malling		
SIGNATURE:	/Hanne Malling/		
DATE SIGNED:	05/22/2015		
Total Attachments: 1			
source=Assignment Deed CHARLIE TORANO CAPTIVA#page1.tif			

OP \$40.00 86335124

UNITED STATES OF AMERICA

THIS ASSIGNMENT is entered on the 10th of September 2014

BETWEEN:

- 1) C.A.T. Tobacco Corp., a company organised and existing under the laws of Florida, United States whose registered office is at 7440 SW 50th Terrace # 106, Miami, Florida 33155 (hereinafter called the "Assignor") and
- 2) General Cigar Company Inc., a company organised and existing under the laws of Delaware, United States whose registered office is at 10900 Nuckols Road, Suite 100, Glen Allen, Virginia 23060 (hereinafter called the "Assignee").

WHEREAS:

- (A) The Assignor is the proprietor in the UNITED STATES OF AMERICA of the trademark CHARLIE TORAÑO CAPTIVA (hereinafter called the "Trademark") and has a *bona fide* intent to use the Trademark in the United States in connection with providing cigars, and
- (B) Assignor has applied to register the Trademark on the Principal Register of the U.S. Patent and Trademark Office based on Assignor's *bona fide* intent to use the Trademark in commerce in the United States in connection with cigars, said application having been filed on July 11, 2014 and having been assigned application serial number 86/335,124, and
- (C) The Assignee is the successor to the ongoing and existing business of the Assignor to which the Trademark pertains, and
- (D) The Assignor has agreed with the Assignee for the sale and transfer to the Assignee of the Trademark and the pending application therefore for the consideration hereinafter mentioned.

NOW THIS ASSIGNMENT WITNESSES as follows:


For good and valuable consideration (the receipt and sufficiency of which is hereby acknowledged) the Assignor **HEREBY ASSIGNS** unto the Assignee all its right, title and interest in and to the Trademark **WITH** the goodwill of the business attaching thereto **TO HOLD** the same unto and to the use of the Assignee its successors and assigns absolutely.

IN WITNESS WHEREOF the Assignor and the Assignee have duly executed this Assignment the day and year first above written.

SIGNED for and on behalf of
C.A.T. Tobacco Corp.
by:


Carlos O. Torano, President

SIGNED for and on behalf of
General Cigar Company Inc.
by:


Daniel S. Carr, President