

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM342197

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 Corporation		09/10/2014	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	General Cigar Co. Inc.		
Street Address:	10900 Nuckols Road, Suite 100		
City:	Glen Allen		
State/Country:	VIRGINIA		
Postal Code:	23060		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 12			
Property Type	Number	Word Mark	
Registration Number:	2618954	CARLOS TORANO EXODUS 1959	
Registration Number:	2960380	CARLOS TORANO TRIBUTE	
Registration Number:	3127301	CARLOS TORANO VIRTUOSO	
Registration Number:	3452160	CARLOS TORAÑO CASA TORAÑO	
Registration Number:	3668039	CARLOS TORAÑO RESERVA SELECTA	
Registration Number:	2250125	CASA TORANO	
Registration Number:	2952687	CARLOS TORANO 1916	
Registration Number:	3490515	CARLOS TORAÑO 90 NOVENTA	
Registration Number:	3865171	FORTRESS	
Registration Number:	4538038	MAKE TIME TO BURN	
Registration Number:	3587147	RESERVA SELECTA	
Registration Number:	3287757	SON DE CUBA	
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		
TRADEMARK			

OP \$315.00 2618954

ATTORNEY DOCKET NUMBER:	GCC/TORANO II
NAME OF SUBMITTER:	Hanne Malling
SIGNATURE:	/Hanne Malling/
DATE SIGNED:	05/22/2015
Total Attachments: 2 source=Assignment Deed TORANO EXODUS et al#page1.tif source=Assignment Deed TORANO EXODUS et al#page2.tif	

UNITED STATES OF AMERICA

THIS ASSIGNMENT is entered on the 10th of September 2014

BETWEEN:-

- 1) C.A.T. Tobacco Corporation, 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 Co. 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 registered proprietor in the UNITED STATES OF AMERICA of the Trademarks, short particulars of which are set out in the Schedule attached hereto (hereinafter called "the Trademarks"), and
- (B) The Assignor has agreed with the Assignee for the sale and transfer to the Assignee of the Trademarks 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 Trademarks 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 Corporation
by *Carlos O. Toiano*
President

Carlos O. Toiano

SIGNED for and on behalf of
General Cigar Co., Inc.
by: *Daria P. McGee*
General Counsel
+502 233 1111

Daria P. McGee

SCHEDULE

	Status	No.	Trademark
1.	Registration	2618954	CARLOS TORANO EXODUS 1959
2.	Registration	2960380	CARLOS TORANO TRIBUTE
3.	Registration	3127301	CARLOS TORANO VIRTUOSO
4.	Registration	3452160	CARLOS TORAÑO CASA TORAÑO
5.	Registration	3668039	CARLOS TORAÑO RESERVA SELECTA
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