

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM346700

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
F. Charatan & Son Limited		05/11/2015	CORPORATION: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Alfred Dunhill Limited		
<b>Street Address:</b>	15 Hill Street		
<b>City:</b>	London		
<b>State/Country:</b>	UNITED KINGDOM		
<b>Postal Code:</b>	W1J 5QT		
<b>Entity Type:</b>	CORPORATION: UNITED KINGDOM		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	0674812	CHARATAN	
<b>Registration Number:</b>	0641236	CP	
<b>Registration Number:</b>	1779140	CP SINCE 1863	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2128135901		
<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>			
<b>Phone:</b>	212.813.5900		
<b>Email:</b>	assignments@fzlj.com		
<b>Correspondent Name:</b>	Lawrence E. Apolzon		
<b>Address Line 1:</b>	Fross Zelnick Lehrman & Zissu, P.C.		
<b>Address Line 2:</b>	866 United Nations Plaza		
<b>Address Line 4:</b>	New York, NEW YORK 10017		
<b>ATTORNEY DOCKET NUMBER:</b>	FCR 9701607		
<b>NAME OF SUBMITTER:</b>	Lawrence E. Apolzon		
<b>SIGNATURE:</b>	/joseph gerber/		
<b>DATE SIGNED:</b>	07/02/2015		
<b>Total Attachments: 3</b>			
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source=Signed Assignment (F1725622x96B9E)#page3.tif

## DEED OF ASSIGNMENT

THIS DEED OF ASSIGNMENT is made the 11<sup>th</sup> day of May 2015 between F. Charatan & Son Limited (hereinafter referred to as the "Assignor") a company incorporated under the laws of the U.K with offices at 15 Hill Street, London W1J 5QT and Alfred Dunhill Limited (hereinafter referred to as the "Assignee") a company incorporated under the laws of the U.K. with offices at 15 Hill Street, London W1J 5QT

WHEREAS the Assignor is the proprietor of all right title and interest in and to the trade marks details of which are set out in the First Schedule hereto (hereinafter referred to as "The Marks")

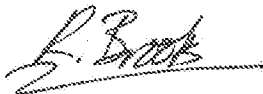
AND WHEREAS the Assignor has agreed to assign all right, title and interest in and to The Marks to the Assignee

The Assignor, for good and valuable consideration, hereby assigns to the Assignee all right, title and interest in and to the Marks TOGETHER WITH the goodwill of the business in which the Marks are and/or have been used and the goodwill and all the rights and/or the reputation which the Assignor may have acquired through the use by or on behalf of the Assignor and all rights of use and other benefits and advantages in any manner accruing to the Assignor

Executed and delivered as a Deed by the Assignor, acting by:

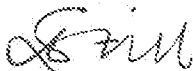
Name: RUPERT BROOKS

Title: Director



Name: LOANNE STILL

Title: Director/Secretary



Executed and delivered as a Deed by the Assignee, acting by:

Name: GARY STEVENSON

*Gary Stevenson*

Title: Director

Name: RUPERT BROOKS

Title: ~~Director~~ Secretary

*R. Brooks*

**FIRST SCHEDULE**

<b>MARK</b>	<b>COUNTRY</b>	<b>REGISTRATION NO.</b>
CHARATAN	Hong Kong	300012941
CHARATAN CP Device	Japan Japan	19881151 2591754
CHARATAN	U.K.	2101702
CHARATAN DOUBLE COMFORT MOUTHPIECE	U.K.	1154545
CP Device	U.K.	820897
CHARATAN	U.S.	674812
CP Device	U.S.	641236
CP SHIELD Device	U.S.	1779140