

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM346719

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lorillard Technologies, Inc.		06/12/2015	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	Fontem Holdings 4 B.V.		
Street Address:	Barbara Strozziiaan 101, 12th Floor		
City:	Amsterdam		
State/Country:	NETHERLANDS		
Postal Code:	1083HN		
Entity Type:	besloten vennootschap (B.V.): NETHERLANDS		
PROPERTY NUMBERS Total: 30			
Property Type	Number	Word Mark	
Serial Number:	86010469	BLU APP	
Serial Number:	85131965	BLU	
Serial Number:	85131287	BLU	
Serial Number:	85092665	BLU CIGS	
Registration Number:	3846035	BLU ECIGS	
Registration Number:	4396247	QUIK E-CIG	
Registration Number:	4396246	QUIK E-CIG	
Serial Number:	86010437	BLU CART	
Registration Number:	4500851	MAGNUM	
Registration Number:	4532367	FREEDOM PROJECT	
Registration Number:	4536491	FREEDOM PROJECT	
Registration Number:	4562878	FREEDOM PROJECT	
Registration Number:	4546911		
Serial Number:	86078727	BLU NATION	
Serial Number:	86203901	BLU	
Serial Number:	86216759	BLULINK	
Serial Number:	86269090	BLU NATION	
Serial Number:	86270221	BLU PLUS	
Serial Number:	86270213	BLU +	
TRADEMARK			

CH \$765.00 86010469

Property Type	Number	Word Mark
Serial Number:	86270209	BLU TANK
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:	86576968	BLU PLUS + TANKS
Serial Number:	86576966	BLU PLUS TANKS
Serial Number:	86278810	BLU PLUS +

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

ATTORNEY DOCKET NUMBER:	065887-0003
NAME OF SUBMITTER:	Eric T. Fingerhut
SIGNATURE:	/eric t. fingerhut/
DATE SIGNED:	07/02/2015

Total Attachments: 51

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EXECUTION VERSION

**INTELLECTUAL PROPERTY ASSIGNMENT
(BLU BRAND)**

DATED JUNE 12, 2015

The LORILLARD ASSET OWNERS

and

FONTEM HOLDINGS 4 B.V.

THIS ASSIGNMENT is dated June 12, 2015

BETWEEN:

- (1) The **LORILLARD ASSET OWNERS** listed in Schedule 1 hereto (each of such Lorillard Asset Owners an **Assignor** and collectively **Assignors**); and
- (2) **FONTEM HOLDINGS 4 B.V.**, a Dutch Corporation (**Assignee**).

BACKGROUND

- (A) One or more Assignors is the proprietor of each of the Transferred IP Assets.
- (B) As part of an agreement dated July 15, 2014, between, among others, Reynolds American Inc. (**RAI**) and an Affiliate of Assignee (the **Sale Agreement**) RAI agreed to transfer or cause to be transferred all of Assignors' right, title and interest in and to the Transferred IP Assets to Assignee.
- (C) The parties now wish to give full effect to such transfer by entering into this assignment.

NOW, THEREFORE, in consideration for the premises and mutual covenants, representations, warranties and agreements hereinafter set forth, Assignors and Assignee hereby agree as follows:

1. INTERPRETATION

1.1 In this assignment:

Affiliate means, with respect to any specified person, any other person that, at the time of determination, directly or indirectly through one or more intermediaries, Controls, is Controlled by or is under common Control with such specified person. Notwithstanding anything herein to the contrary, none of BAT or any of its Affiliates or Subsidiaries will be considered an Affiliate of RAI or any of its Subsidiaries, and neither RAI nor any of its Subsidiaries will be considered an Affiliate of any of the foregoing;

Assigned Rights means:

- (a) the Intellectual Property listed in Schedule 2; and
- (b) any other blu Brand Intellectual Property;

blu Brand means the "e-vapor" brand known as blu and the brand known as SkyCig;

blu Brand Business means (a) the manufacture, distribution, development, research, marketing, advertising, sale and service relating to electronic cigarettes, any component parts of electronic cigarettes or the packaging of electronic cigarettes and any electronic cigarette accessories under the blu Brand and (b) the design, supply, advertising, marketing and sale of electronic cigarettes under the SkyCig brand;

blu Brand Intellectual Property means Lorillard Brands Intellectual Property related to the blu Brand;

Intellectual Property means all of the following whether arising under the Laws of the United States or of any other jurisdiction: (a) patents, patent applications (including patents issued thereon), patentable inventions, design patents and industrial designs, and statutory invention registrations, including reissues, divisions, continuations, continuations in part, extensions and reexaminations thereof, all rights therein provided by international treaties or conventions, (b) registered and

unregistered trademarks, service marks, trade names, service names, trade dress, logos, slogans, domain names, and designs and other identifiers of same, including all goodwill associated therewith, and any and all common law rights, and registrations and applications for registration thereof, all rights therein provided by international treaties or conventions, and all reissues, extensions and renewals of any of the foregoing (**Trademarks**), (c) registered and material unregistered copyrights and copyright applications, copyrightable works, copyrights, moral rights, mask work rights, database rights and design rights, in each case, whether or not registered, and registrations and applications for registration thereof, and all rights therein provided by international treaties or conventions, and (d) confidential and proprietary information (including trade secrets, processes, know-how, ideas, discoveries, creations, inventions and improvements (whether patentable or unpatentable and whether or not reduced to practice), research and development, formulas, algorithms, recipes for product, compositions, manufacturing and production processes and techniques, methods, procedures, schematics, technology, technical data, designs, drawings, flowcharts, block diagrams, specifications, customer and supplier lists, pricing and cost information and business and marketing plans and proposals), but excluding Software and all copyrights and other rights therein;

Lorillard Asset Owners means those entities listed in Schedule 1 as Lorillard Asset Owners;

Lorillard Brands means the tobacco cigarette brand known as Maverick and “e-vapor” brand known as blu (including SkyCig);

Lorillard Brands Intellectual Property means, collectively, all (i) Intellectual Property that is owned by any of the Lorillard Asset Owners and that is used exclusively in or is exclusively related to, or arising, directly or indirectly, exclusively out of the operation of the blu Brand Business or the business related to the Maverick Brand and (ii) Trademarks exclusively related to the Lorillard Brands;

1.2 Capitalized terms not defined in this assignment have the meaning given to them in the Sale Agreement.

2. ASSIGNMENT AND TRANSFER

2.1 Pursuant to the terms of the Sale Agreement, as of the date hereof, each Assignor hereby assigns, transfers and conveys to Assignee all of such Assignor’s right, title and interest in and to the following (**Transferred IP Assets**):

- (a) the Assigned Rights;
- (b) all goodwill attaching to any Trademarks that constitute Assigned Rights;
- (c) all goodwill in respect of, or arising, directly or indirectly, primarily out of the sale and marketing of the blu Brand.

2.2 This assignment includes all rights and benefits relating to the Assigned Rights including (without limitation) the right of Assignee to bring action and claim relief in respect of any infringement or unauthorized use of the Assigned Rights whether occurring before, on, or after the date of this assignment.

2.3 This assignment includes the right (where applicable) to file applications under the Paris Convention, corresponding to or based on any of the applications for Trademarks assigned under this assignment, and to claim priority from those applications.

2.4 This assignment is without prejudice to Sections 2.02 and 6.12 of the Sale Agreement.

- 2.5 At the request of Assignee, Assignors agree to sign any documents and to do all other things reasonably necessary to give effect to this assignment as soon as reasonably practicable including to enable Assignee to fulfill all relevant national registry requirements for the recordal of the assignment of the Assigned Rights at those registries.
- 2.6 Without prejudice to Section 2.5 above, each applicable Assignor shall at the request of Assignee:
- (a) execute or otherwise complete the applicable registrant name change agreement or other forms required by the applicable domain name registrar (the **Registering Authority**) for each domain name registration held by such Assignor and included in the Assigned Rights;
 - (b) submit or file such registrant name change agreements or other forms to or with the Registering Authority in accordance with the policies and rules of the Registering Authority; and
 - (c) take any further actions in accordance with the policies and rules of the Registering Authority as required to transfer such domain names registrations to Assignee within a reasonable time period.
- 2.7 Assignors authorize and request the Commissioner of Patents and Trademarks of the United States, and the equivalent governmental authorities in any other jurisdiction applicable to the Assigned Rights to record this assignment.

7. **NOTICES**

All notices, requests, claims, demands and other communications under this assignment shall be in writing and shall be given or made (and shall be deemed to have been duly given or made upon receipt) by delivery in person, by overnight courier service, by facsimile with receipt confirmed (followed by delivery of an original via overnight courier service) or by registered or certified mail (postage prepaid, return receipt requested) to the respective parties at the following addresses (or at such other address for a party as shall be specified in a notice given in accordance with this Section 7):

[Signature Page Follows]

This assignment has been signed on behalf of the parties by their duly authorized representatives on the date which appears first on page 1.

Barbara J. Aldridge, VP
SIGNED by [])
for LORILLARD HOLDINGS)
COMPANY, INC.) Barbara J. Aldridge

McDara P. Folan, III, President
SIGNED by [])
for LOEC, INC. d/b/a blue CIGS,)
INC.) M. P. Folan

McDara P. Folan, III, President
SIGNED by [])
for LORILLARD Q-TECH, INC.) M. P. Folan

McDara P. Folan, III, President
SIGNED by [])
for LORILLARD)
TECHNOLOGIES, INC.) M. P. Folan

McDara P. Folan, III, President
SIGNED by [])
for CYGNET VENTURE)
HOLDINGS LIMITED) M. P. Folan

McDara P. Folan, III, President
SIGNED by [])
for CYGNET UK TRADING)
LIMITED, ta SKYCIG) M. P. Folan

Barbara J. Aldridge, VP
SIGNED by [])
for ONE PARK MEDIA SERVICES,)
INC.) Barbara J. Aldridge

SIGNED by [])
for FONTEM HOLDINGS 4 B.V.)

This assignment has been signed on behalf of the parties by their duly authorized representatives on the date which appears first on page 1.

SIGNED by [])
for **LORILLARD HOLDINGS**)
COMPANY, INC.)

SIGNED by [])
for **LOEC, INC. d/b/a blue CIGS,**)
INC.)

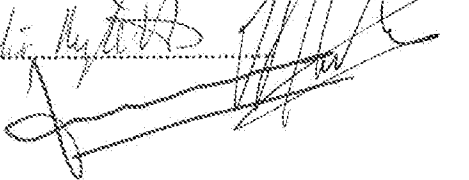
SIGNED by [])
for **LORILLARD Q-TECH, INC.**)

SIGNED by [])
for **LORILLARD**)
TECHNOLOGIES, INC.)

SIGNED by [])
for **CYGNET VENTURE**)
HOLDINGS LIMITED)

SIGNED by [])
for **CYGNET UK TRADING**)
LIMITED, ta SKYCIG)

SIGNED by [])
for **ONE PARK MEDIA SERVICES,**)
INC.)

SIGNED by [])
for **FONTEM HOLDINGS 4 B.V.**) *Claudio Nylt* 

SCHEDULE 1

Lorillard Asset Owners

Lorillard Holdings Company, Inc.

LOEC, Inc. dba blue Cigs, Inc.

Lorillard Q-Tech, Inc.

Lorillard Technologies, Inc.







Cygnets Venture Holdings Limited











Cygnets UK Trading Limited, ta SKYCIG










One Park Media Services, Inc.












SCHEDULE 2

(c) Trademarks.












COUNTRY	TRADEMARK	FILE DATE	APP. NO.	REG. DATE	REG. NO.
AFGHANISTAN	BLU & Design 	5/21/2014	2165		
AFGHANISTAN	BLU & Design 	5/21/2014	2166		
ANDORRA	BLU	4/30/2014	28736	4/30/2014	33169
ANDORRA	BLU & Design 	4/30/2014	28508	4/30/2014	33168
ARGENTINA	BLU	4/23/2014	3322585		
ARGENTINA	BLU & Design 	4/23/2014	3322584		
AUSTRALIA	BLU & Design 	10/26/2010	1058275	5/4/2011	1399798
AUSTRALIA	BLU ECIGS	9/16/2010	1051365	5/20/2011	1388351
AUSTRALIA	BLU CIGS	9/16/2010	1051607	3/9/2011	1389515
AUSTRALIA	BLU	9/15/2006	1136054	9/15/2006	1136054
AUSTRIA	BLU & Design 	10/26/2010	1058275	4/27/2011	1058275
AUSTRIA	BLU ECIGS	9/16/2010	1051365	2/25/2011	1051365
AUSTRIA	BLU CIGS	9/16/2010	1051607	2/21/2011	1051607












COUNTRY	TRADEMARK	FILE DATE	APP. NO.	REG. DATE	REG. NO.
BELARUS	BLU	2/20/2014	20140422		
BELARUS	BLU & Design 	2/20/2014	20140423		
BENELUX	BLU & Design 	10/26/2010	1058275	10/26/2010	1058275
BENELUX	BLU ECIGS	9/16/2010	1051365	9/16/2010	1051365
BENELUX	BLU CIGS	9/16/2010	1051607	9/16/2010	1051607
BRAZIL	BLU & FLAME Design 	9/22/2005	827783868		
BRAZIL	BLU & FLAME Design 	9/22/2005	827783876		
CANADA	BLU & Design 	10/28/2010	1,501,523		
CANADA	BLU ECIGS	3/23/2009	1,431,929	5/20/2010	767,455
CANADA	BLU CIGS	9/23/2010	1,496,943	8/25/2011	805,311
CANADA	BLU & FLAME Design 	10/11/2005	1,276,415	4/2/2009	737,348
CHILE	BLU	4/23/2014	1103935		
CHILE	BLU & Design 	4/23/2014	1103936		
CHINA	BLU & Design 	10/26/2010	1058275	10/26/2010	1058275
CHINA	BLU ECIGS	9/16/2010	1051365	9/16/2010	1051365
CHINA	BLU CIGS	9/16/2010	1051607	9/16/2010	1051607
CHINA	BLU	12/1/2011	9,149,667		
CHINA	BLU CIGS	12/1/2011	9,149,665		
CHINA	BLU & Design	12/1/2011	9,149,666		
CHINA	STICK & TRIANGLE Design 	2/27/2015			
CHINA	BLU	6/26/2007	6131786	2/14/2010	6131786
CHINA	BLU	6/26/2007	6131784	8/7/2009	6131784
CHINA	BLU & FLAME Design 	6/26/2007	6131785	2/14/22010	6131785
CHINA	BLU & FLAME Design	9/23/2005	4912199	6/14/2008	4912199









COUNTRY	TRADEMARK	FILE DATE	APP. NO.	REG. DATE	REG. NO.
					
COLOMBIA	BLU	4/11/2014	14-078612	11/28/2014	502196
COLOMBIA	BLU & Design 	4/11/14	14-078615	11/28/2014	502197
COSTA RICA	BLU	4/30/2014	2014-3683	8/19/2014	237598
COSTA RICA	BLU & Design 	4/30/2014	2014-3683	8/19/2014	237598
CROATIA	BLU	4/17/2014	Z20140613A		
CROATIA	BLU & Design 	4/17/2014	Z20140614A		
CUBA	BLU	3/23/2015	2015-0388		
CUBA	BLU & Design 	3/23/2015	2015-0389		
DENMARK	BLU & Design 	10/26/2010	1058275	10/26/2010	1058275
DENMARK	BLU ECIGS	9/16/2010	1051365	9/16/2010	1051365
DENMARK	BLU CIGS	9/16/2010	1051607	9/16/2010	1051607
EL SALVADOR	BLU	4/11/2014	20140200288		
EL SALVADOR	BLU & Design 	4/11/2014	20140200287	4/9/2015	118BK249
EUROPEAN COMMUNITY	BLU	2/10/2014	12580651	4/26/2015	12580651
EUROPEAN COMMUNITY	BLU ECIGS	2/10/2014	12579603		
EUROPEAN COMMUNITY	BLU & Design	2/12/2014	12592572		
EUROPEAN COMMUNITY	BLU TRIANGLE LOGO	2/12/2014	12579603		
EUROPEAN COMMUNITY	BLU NATION	4/15/2014	12796587	9/9/2014	12796587
EUROPEAN COMMUNITY	BLUNATION	4/15/2014	12796637	9/9/2014	12796637
EUROPEAN COMMUNITY	STICK & TRIANGLE Design 	1/23/2015	13671086		
EUROPEAN COMMUNITY	BLU	7/31/2006	005232211	7/5/2007	005232211
EUROPEAN COMMUNITY	BLU & FLAME Design 	9/12/2005	004629689	7/20/2007	004629689
FRANCE	BLU & Design	10/26/2010	1058275	10/26/2010	1058275








COUNTRY	TRADE MARK	FILE DATE	APP. NO.	REG. DATE	REG. NO.
					
FRANCE	BLU ECIGS	9/16/2010	1051365	9/16/2010	1051365
FRANCE	BLU CIGS	9/16/2010	1051607	9/16/2010	1051607
GERMANY	BLU & Design 	10/26/2010	1058275	4/27/2011	1058275
GERMANY	BLU ECIGS	9/16/2010	1051365	11/27/2012	1051365
GERMANY	BLU CIGS	9/16/2010	1051607	11/27/2012	1051607
GIBRALTAR	BLUE CIGS				
GIBRALTAR	BLU & Design 				
GIBRALTAR	BLU ECIGS				
GREECE	BLU & Design 	10/26/2010	1058275	10/26/2010	1058275
GREECE	BLU ECIGS	9/16/2010	1051365	9/16/2010	1051365
GREECE	BLU CIGS	9/16/2010	1051607	9/16/2010	1051607
GUATEMALA	BLU	4/25/2014	2014-003909		
GUATEMALA	BLU & Design 	4/25/2014	2014-003908		
HONDURAS	BLU	4/11/2014	13379/2014		
HONDURAS	BLU & Design 	4/11/2014	13378/2014	3/9/2015	131883
HONG KONG	BLU	9/15/2006	300722213	3/21/2007	300722213
INDIA	BLU	9/15/2006	1487799	2/5/2011	1487799
INDONESIA	BLU	5/8/2014	D00.2014.0209 68		
INDONESIA	BLU & Design 	5/8/2014	D00.2014.0209 64		
IRELAND	BLU & Design 	10/26/2010	1058275	7/10/2012	1058275
IRELAND	BLU ECIGS	9/16/2010	1051365	1/24/2012	1051365
IRELAND	BLU CIGS	9/16/2010	1051607	4/19/2011	1051607
ISRAEL	BLU	4/13/2014	264404		
ISRAEL	BLU & Design 	4/13/2014	264403		
ITALY	BLU & Design 	10/26/2010	1058275	10/26/2010	1058275
ITALY	BLU ECIGS	9/16/2010	1051365	9/16/2010	1051365
ITALY	BLU CIGS	9/16/2010	1051607	9/16/2010	1051607
JAPAN	BLU & Design 	10/26/2010	1058275	3/1/2012	1058275
JAPAN	BLU ECIGS	9/16/2010	1051365	1/13/2011	1051365
JAPAN	BLU CIGS	9/16/2010	1051607	2/23/2012	1051607
JAPAN	BLU	12/12/2006	2006-114694	6/13/2008	5139471
JAPAN	BLU & FLAME	10/4/2005	2006-024843	1/5/2007	5015400

COUNTRY	TRADEMARK	FILE DATE	APP. NO.	REG. DATE	REG. NO.
	Design BLU!				
JAPAN	BLU & FLAME Design BLU!	10/4/2005	2005-092341	8/4/2006	4976255
KAZAKHSTAN	BLU	4/11/2014	66028		
KAZAKHSTAN	BLU & Design blu	4/11/2014	66029		
MALAYSIA	BLU	4/24/2014	2014055916		
MALAYSIA	BLU & Design blu	4/24/2014	201455919		
MALDIVES	BLU	4/22/2014	N/A		
MALDIVES	BLU & Design blu	4/22/2014	N/A		
MAURITIUS	BLU	5/8/2014	MU/M/2014/01		
MAURITIUS	BLU & Design blu	5/8/2014	MU/M/2014/01 8688		
MEXICO	BLU ECIGS	5/3/2013	1,370,748		
MEXICO	BLU ECIGS & Design	5/8/2013	1,371,463		
MOLDOVA	BLU	2/19/2014	34670		
MOLDOVA	BLU & Design blu	2/19/2014	34669		
MONGOLIA	BLU	4/15/2014	14733		
MONGOLIA	BLU & Design blu	4/15/2014	14734		
MOROCCO	BLU	5/2/2014	159496	5/2/2014	159496
MOROCCO	BLU & Design blu	5/2/2014	159497	5/2/2014	159497
NEPAL	BLU	4/18/2014	3435		
NEPAL	BLU & Design blu	4/18/2014	3434		
NEW ZEALAND	BLU	8/6/2007	773387	11/13/2008	773387
NEW ZEALAND	BLU & FLAME Design BLU!	8/6/2007	773388	3/13/2008	773388
NORWAY	BLU CIGS	12/3/2013	201314641	2/11/2015	280316
NORWAY	BLU ECIGS	12/3/2013	201314642	2/11/2015	280315
NORWAY	BLU ECIGS & Design blu	12/3/2013	201314643	2/11/2015	280314
PANAMA	BLU	4/30/2014	231623		

COUNTRY	TRADEMARK	FILE DATE	APP. NO.	REG. DATE	REG. NO.
PANAMA	BLU & Design 	4/30/2014	231624		
PARAGUAY	BLU	4/16/2014	16209		
PARAGUAY	BLU & Design 	4/16/2014	16210		
PERU	BLU	4/21/2014	572530	8/15/2014	00214396
PERU	BLU & Design 	4/21/2014	572531	8/15/2014	00214397
PHILIPPINES	BLU	4/25/2014	04-2014-005043		
PHILIPPINES	BLU & Design 	4/25/2014	04-2014-005039		
PORTUGAL	BLU & Design 	10/26/2010	1058275	3/17/2011	1058275
PORTUGAL	BLU ECIGS	9/16/2010	1051365	1/3/2011	1051365
PORTUGAL	BLU CIGS	9/16/2010	1051607	1/19/2011	1051607
PUERTO RICO	BLU	5/15/2014	204908-34-1		
PUERTO RICO	BLU & Design 	5/15/2014	204910-34-1		
RUSSIA	BLU	2/25/2014	2014705724		
RUSSIA	BLU & Design 	2/25/2014	2014705726		
RUSSIA	BLU & FLAME Design 	9/20/2005	2005723959	2/5/2009	371263
SAUDI ARABIA	BLU	5/27/2014	1435014649		
SAUDI ARABIA	BLU & Design 	5/27/2014	1435014650		
SERBIA	BLU	2/18/2014	Z-232/2014	10/7/2014	68192
SERBIA	BLU & Design 	2/18/2014	Z-233/2014	10/7/2014	68189
SINGAPORE	BLU	9/15/2006	T0619451J	9/26/2007	T0619451J
SINGAPORE	BLU	9/15/2006	T06/19450B	4/23/2007	T06/19450B
SOUTH AFRICA	BLU CIGS	9/21/2010	2010/21075	10/1/2012	2010/21075
SOUTH AFRICA	BLU ECIGS	9/21/2010	2010/21074	12/3/2012	2010/21074
SOUTH AFRICA	BLU & Design	11/1/2010	2010/25395	7/10/2012	2010/25395
SOUTH KOREA	BLU & Design 	10/26/2010	1058275	4/2/2012	1058275
SOUTH KOREA	BLU ECIGS	9/16/2010	1051365	9/16/2010	1051365
SOUTH KOREA	BLU CIGS	9/16/2010	1051607	9/16/2010	1051607
SOUTH KOREA	BLU & FLAME	9/22/2005	2005-0044243	10/27/2006	40-0683341

COUNTRY	TRADEMARK	FILE DATE	APP. NO.	REG. DATE	REG. NO.
	Design 				
SPAIN	BLU & Design 	10/26/2010	1058275	4/26/2011	1058275
SPAIN	BLU ECIGS	9/16/2010	1051365	3/8/2011	1051365
SPAIN	BLU CIGS	9/16/2010	1051607	2/22/2011	1051607
SRI LANKA	BLU	5/6/2014	LK/T/1/188590		
SRI LANKA	BLU & Design 	5/6/2014	LA/T/1/188591		
SWEDEN	BLU & Design 	10/26/2010	1058275	10/26/2010	1058275
SWEDEN	BLU ECIGS	9/16/2010	1051365	9/16/2010	1051365
SWEDEN	BLU CIGS	9/16/2010	1051607	9/16/2010	1051607
SWEDEN	BLU ECIGS	1/28/2014	2014/00647		
SWEDEN	BLU CIGS	1/28/2014	2014/00646		
SWEDEN	BLU ECIGS & Design 	1/28/2014	2014/00648		
SWITZERLAND	BLU & Design 	10/26/2010	1058275	10/26/2010	1058275
SWITZERLAND	BLU ECIGS	9/16/2010	1051365	5/12/2012	1051365
SWITZERLAND	BLU CIGS	9/16/2010	1051607	9/16/2010	1051607
TAIWAN	BLU	9/15/2006	095047228	6/1/2007	1265667
THAILAND	BLU	9/21/2006	639551	9/21/2006	Kor275799
TURKEY	BLU	2/27/2014	2014/16895	4/24/2015	2014 16895
TURKEY	BLU & Design 	2/27/2014	2014/16911	2/4/2015	2014 16911
UKRAINE	BLU	2/18/2014	m 2014 02431		
UKRAINE	BLU & Design 	2/18/2014	m 2014 02430		
UNITED ARAB EMIRATES	BLU	4/28/2014	210699		
UNITED ARAB EMIRATES	BLU & Design 	4/28/2014	210700		
UNITED KINGDOM	BLU & Design 	10/26/2010	1058275	6/21/2011	1058275
UNITED KINGDOM	BLU ECIGS	9/16/2010	1051365	4/11/2011	1051365
UNITED KINGDOM	BLU CIGS	9/16/2010	1051607	5/4/2011	1051607
UNITED STATES	BLU APP	7/15/2013	86/010,469		
UNITED STATES	BLU & Design 	9/17/2010	85/131,965		

COUNTRY	TRADEMARK	FILE DATE	APP. NO.	REG. DATE	REG. NO.
UNITED STATES	BLU	9/16/2010	85/131,287		
UNITED STATES	BLU CIGS	7/26/2010	85/092,665		
UNITED STATES	BLU ECIGS	3/17/2009	77/692,962	9/7/2010	3,846,035
UNITED STATES	QUIK E-CIG	3/5/2013	85/867,081	9/3/2013	4,396,247
UNITED STATES	QUIK E-CIG & Design 	3/5/2013	85/867,078	9/3/2013	4,396,246
UNITED STATES	BLU CART	7/15/2013	86/010,437		
UNITED STATES	MAGNUM	6/24/2013	85/968,335	3/25/2014	4,500,851
UNITED STATES	FREEDOM PROJECT	7/3/2013	86/001,587	5/20/2014	4,532,367
UNITED STATES	FREEDOM PROJECT & Design 	8/16/2013	86/040,465	5/27/2014	4,536,491
UNITED STATES	FREEDOM PROJECT & Design 	9/23/2013	86/071,610	7/8/2014	4,562,878
UNITED STATES	GUITAR SYMBOL Design 	9/24/2013	86/073,101	6/10/2014	4,546,911
UNITED STATES	BLU NATION	9/30/2013	86/078,727		
UNITED STATES	BLU & Design 	2/25/2014	86/203,901		
UNITED STATES	BLULINK	3/10/2014	86/216,759		
UNITED STATES	BLU NATION & Design 	5/1/2014	86/269,090		
UNITED STATES	BLU PLUS	5/02/2014	86/270,221		
UNITED STATES	BLU +	5/02/2014	86/270,213		
UNITED STATES	BLU TANK	5/02/2014	86/270,209		
UNITED STATES	BLU PLUS +	5/12/2014	86/278,810		
UNITED STATES	BLU ECIGS PLUS+ & Design 	5/27/2014	86/291,961		
UNITED STATES	PLUS+ & Design 	5/27/2014	86/291,968		
UNITED STATES	BLU TANKS	6/2/2014	86/297,985		
UNITED STATES	BLU ECIGS PLUS+ & Design	9/22/2014	86/402,343		

COUNTRY	TRADE MARK	FILE DATE	APP. NO.	REG. DATE	REG. NO.
					
UNITED STATES	PLUS+	10/16/2014	86/426,161		
UNITED STATES	DISCOVER GREAT TASTE	2/4/2015	86/524,250		
UNITED STATES	BLU. THE COLOR OF SATISFACTIO N.	3/2/2015	86/550,160		
UNITED STATES	BLU PLUS + TANKS	3/26/2015	86/576,968		
UNITED STATES	BLU PLUS TANKS	3/26/2015	86/576,966		
URUGUAY	BLU	455632	5/26/2014		
URUGUAY	BLU & Design 	4/25/2014	454673		
VENEZUELA	BLU	5/30/2014	6924-14		
VENEZUELA	BLU & Design 				
VIETNAM	BLU	6/2/2014	4-2014-12109		
VIETNAM	BLU & Design 	6/2/2014	4-2014-12108		
WIPO	BLU & Design 			10/26/2010	1058275
WIPO	BLU ECIGS			9/16/2010	1051365
WIPO	BLU CIGS			9/16/2010	1051607
UNITED STATES	SKYCIG	10/19/2012	85/758,437	4/8/2014	4,511,709
UNITED STATES	SKYCIG FREEDOM TO SMOKE & Design 	12/3/2013	79/142,000	3/10/2015	4,697,626
UNITED STATES	SKYCIG & DESIGN 	12/3/2013	79/143,255	3/10/2005	4,697,637
UNITED STATES	NRG	12/3/2013	79/143,121	1/27/2015	4,677,017
UNITED KINGDOM	NRG	6/4/2013	00003008478	11/1/2013	3008478
UNITED KINGDOM	SKYCIG FREEDOM TO SMOKE	7/5/2013	00003012857	10/11/2013	3012857
UNITED KINGDOM	SKYCIG	4/20/2012	00002618272	11/9/2012	2618272
UNITED KINGDOM	SKYSTART	1/10/2013	00002648323	4/19/2013	2648323
UNITED KINGDOM	SKYCIG	7/5/2013	00003012852	10/11/2013	3012852
CTM	SKYCIG	11/24/2011	010444453	4/18/2012	010444453

COUNTRY	TRADEMARK	FILE DATE	APP. NO.	REG. DATE	REG. NO.
CTM	NRG	6/4/2013	011868817	10/28/2013	011868817
AUSTRALIA	SKYCIG	1/31/2013	1538204	1/31/2013	1538204
AUSTRALIA	NRG	12/3/2013	1608567	12/3/2013	1608567
AUSTRALIA	SKYCIG & DESIGN SKYCIG	12/3/2013	1608654	12/3/2013	1608654
AUSTRALIA	SKYCIG FREEDOM TO SMOKE & DESIGN SKYCIG	12/3/2013	1603314	12/3/2013	1603314
CANADA	NRG	11/27/2013	1653948		
CANADA	SKYCIG and Logo	11/27/2013	1653953		
CANADA	SKYCIG FREEDOM TO SMOKE	11/27/2013	1653959		
CANADA	SKYCIG	10/22/2013	1599198	8/25/2014	884643
NEW ZEALAND	SKYCIG	1/31/2013	972092	1/7/2014	972092
CHINA	SKYCIG	10/22/2012		3/28/2014	11634364
CHINA	SKYCIG	10/22/2012		3/21/2014	11634365
INDIA	SKYCIG	6/26/2013	2554846		
AUSTRALIA	SKYCIG — FREEDOM TO SMOKE IN COLOUR	12/3/2013		4/24/2014	1603314
CHINA	SKYCIG – FREEDOM TO SMOKE SKYCIG	12/3/2013	1190872		
EUROPEAN COMMUNITY	SKYCIG – FREEDOM TO SMOKE SKYCIG	12/3/2013	1190872		
INDIA	SKYCIG – FREEDOM TO SMOKE SKYCIG	12/3/2013	2704520		
NEW ZEALAND	SKYCIG – FREEDOM TO SMOKE SKYCIG	12/3/2013	991849	8/1/2014	991849
CHINA	NRG	12/3/2013	1193415		
INDIA	NRG	12/3/2013	2714717		
NEW ZEALAND	NRG	12/3/2013	1193415		
AUSTRALIA	SKYCIG and Logo SKYCIG	12/3/2013		6/12/2014	1193795
CHINA	SKYCIG and	12/3/2013	1193795		

COUNTRY	TRADEMARK	FILE DATE	APP. NO.	REG. DATE	REG. NO.
	Logo SKYCIG				
EUROPEAN COMMUNITY	SKYCIG and Logo SKYCIG	12/3/2013	1193795		
INDIA	SKYCIG and Logo SKYCIG	12/3/2013	2711725		
NEW ZEALAND	SKYCIG and Logo SKYCIG	12/3/2013	993407	7/1/2014	993407
WIPO	NRG	12/3/2013	1193415	12/3/2013	1193415
WIPO	SKYCIG & DESIGN SKYCIG	12/3/2013	1193795	12/3/2013	1193795
WIPO	SKYCIG FREEDOM TO SMOKE & DESIGN SKYCIG FREEDOM TO SMOKE	12/3/2013	1190872	12/3/2013	1190872

