

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM373054

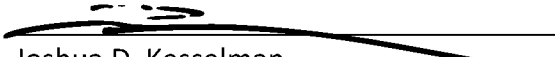
SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Joshua D Kesselman		01/25/2016	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	BBK Tobacco & Foods, LLP		
Doing Business As:	DBA HBI International		
Street Address:	3401 W Papago St		
City:	Phoenix		
State/Country:	ARIZONA		
Postal Code:	85009		
Entity Type:	LIMITED LIABILITY PARTNERSHIP: ARIZONA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3911383	EFFEN	
CORRESPONDENCE DATA			
Fax Number:	6026268370		
<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:	602-374-7482		
Email:	legal@hbiin.com		
Correspondent Name:	Brendan N. Mahoney		
Address Line 1:	3401 W Papago Street		
Address Line 4:	Phoenix, ARIZONA 85009		
NAME OF SUBMITTER:	Brendan Mahoney		
SIGNATURE:	/Brendan Mahoney/		
DATE SIGNED:	02/12/2016		
Total Attachments: 1			
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OP \$40.00 3911383

TRADEMARK ASSIGNMENT

Joshua D. Kesselman hereby assigns all rights, title and interest to the trademark EFFEN[®], US Registration No. 3911383, to BBK Tobacco & Foods, LLP, an Arizona limited liability partnership.

Dated this 25th day of January, 2016.


Joshua D. Kesselman