

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM405481

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Serious Cigars, LLC		11/01/2016	Limited Liability Company: TEXAS
RECEIVING PARTY DATA			
Name:	Santa Clara, Inc.		
Street Address:	2589 Eric Lane,		
City:	Burlington		
State/Country:	NORTH CAROLINA		
Postal Code:	27215		
Entity Type:	Corporation: NORTH CAROLINA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	4794676	SERIOUS CIGARS	
Registration Number:	3874550	LA CIMA	
CORRESPONDENCE DATA			
Fax Number:	9146836956		
<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:	9149492700		
Email:	tbailey@bpslaw.com		
Correspondent Name:	Thomas G. Bailey, Jr.		
Address Line 1:	One North Lexington Avenue		
Address Line 2:	Bleakley Platt & Schmidt, LLP		
Address Line 4:	White Plains, NEW YORK 10601		
NAME OF SUBMITTER:	Thomas G. Bailey, Jr.		
SIGNATURE:	/Thomas G. Bailey, Jr./		
DATE SIGNED:	11/15/2016		
Total Attachments: 3			
source=Serious_CdM_Assignment of Trademarks_EXECUTED_11.1.16#page1.tif			
source=Serious_CdM_Assignment of Trademarks_EXECUTED_11.1.16#page2.tif			
source=Serious_CdM_Assignment of Trademarks_EXECUTED_11.1.16#page3.tif			

OP \$65.00 4794676

ASSIGNMENT OF TRADEMARK RIGHTS

This ASSIGNMENT OF TRADEMARK RIGHTS (this "Assignment") is made and effective as of November 1, 2016 (the "Effective Date"), by and between Serious Cigars, LLC, a Texas limited liability company ("Assignor") in favor of Casa de Montecristo TX, LLC, a Texas limited liability company ("Assignee").

PREMISES:

WHEREAS, Assignor is the owner of certain rights, title, and interest to the registered and common law trademarks, service marks, trade names and trade designations set forth on Exhibit A and incorporated herein, as well as other registered or common law trademarks, service marks, trade names and trade designations (each individually, a "Mark," and collectively, the "Marks"), utilized in the businesses located at the following four (4) locations: (i) 6608 FM 1960 W (6608 Cypress Creek Parkway) Suite D, Houston, TX 77069, (ii) 2901 West Loop South, Suite 101, Houston, TX 77027; (iii) 15655 JFK Blvd. Suite B, Houston, Texas 77032; and (iv) 844-850 South Kobayashi Road, Webster, Texas 77598 (jointly the "Premises") and engaged in the business of selling, at retail, cigars, smokers' articles, tobacco products and accessories, and other merchandise, together with the related goodwill symbolized by the Marks;

WHEREAS, Assignor, Assignee, Ronald C. Lesseraux, JeanneMarie Lesseraux, and Seriously Family Limited Partnership, a Texas limited partnership, entered into an Asset Purchase Agreement dated November 1, 2016 (the "Purchase Agreement"), in which Assignor sold and agreed to assign, and convey to Assignee any and all trademarks rights and associated goodwill Assignor has or had, whether by common law or by registration, in the Marks; and

WHEREAS, pursuant to the Purchase Agreement, Assignee desires to obtain all rights, title, interest and associated goodwill to the Marks held by Assignor on the terms and conditions contained herein.

AGREEMENT:

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign, convey and transfer unto Assignee, its successors and assigns, all of Assignor's entire right, title and interest in and to the Marks, together with the business and goodwill appurtenant to the Marks and the entire right, title, and interest in and to any and all claims and demands, Assignor may have either at law or in equity arising out of past, present or future infringement of the Marks.

Assignor agrees to cooperate fully with Assignee in filing and perfecting the assignments of each of the Marks, where applicable, and hereby authorizes and requests the United States Commissioner of Patents and Trademarks (the "USPTO") and other corresponding officials of other jurisdictions, as appropriate, to record this instrument to reflect Assignee as the owner of each Mark registered with the USPTO or such other jurisdictions.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Assignor has executed this Assignment as of the date above stated.

Assignor:

SERIOUS CIGARS, LLC,
a Texas limited liability company

By: _____

Ronald C. Lepereaux, Manager

EXHIBIT A

**SCHEDULE OF TRADEMARKS, SERVICE MARKS, TRADE NAMES AND TRADE
DESIGNATIONS**

Trademarks/Trademark Registrations:

- (1) SERIOUS CIGARS, USPTO Registration No. 4,794,676
- (2) LA CIMA, USPTO Registration No. 3,874,550