

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM410391

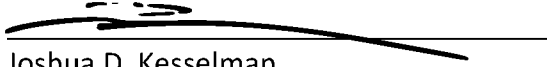
<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Joshuaa D Kesselman		12/28/2016	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	BBK Tobacco & Foods, LLP		
<b>Doing Business As:</b>	HBI International		
<b>Street Address:</b>	3401 W Papago St		
<b>City:</b>	Phoenix		
<b>State/Country:</b>	ARIZONA		
<b>Postal Code:</b>	85009		
<b>Entity Type:</b>	Limited Liability Partnership: ARIZONA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3358723	POUCH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	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>			
<b>Phone:</b>	6023747482		
<b>Email:</b>	legal@hbiin.com		
<b>Correspondent Name:</b>	Brendan Mahoney		
<b>Address Line 1:</b>	3401 W Papago St		
<b>Address Line 4:</b>	Phoenix, ARIZONA 85009		
<b>NAME OF SUBMITTER:</b>	Brendan Mahoney		
<b>SIGNATURE:</b>	/Brendan Mahoney/		
<b>DATE SIGNED:</b>	12/28/2016		
<b>Total Attachments: 1</b>			
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**TRADEMARK ASSIGNMENT**

Joshua D. Kesselman, an individual, hereby assigns all rights, title and interest to the trademark POUCH<sup>®</sup>, US Registration No. 3358723, to BBK Tobacco & Foods, LLP, an Arizona limited liability partnership.

Dated this 28th day of December, 2016.



Joshua D. Kesselman