

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM418524

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST IN TRADEMARK COLLATERAL AT REEL/FRAME NO. 5194/0195		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
WELLS FARGO BANK, NATIONAL ASSOCIATION		02/17/2017	National Banking Association:
RECEIVING PARTY DATA			
Name:	NATIONAL ATLANTIC OPERATING COMPANY, INC.		
Street Address:	5201 INTERCHANGE WAY		
City:	LOUISVILLE		
State/Country:	KENTUCKY		
Postal Code:	40229		
Entity Type:	Corporation: KENTUCKY		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Registration Number:	2780643	ZIG ZAG CLASSIC AMERICAN BLEND	
Registration Number:	2122646	ZIG-ZAG GOLD STANDARD	
Registration Number:	1775416	ZIG-ZAG	
Registration Number:	1472580	ZIG ZAG	
Registration Number:	1133291	ZIG ZAG	
Registration Number:	4135544	ZIGARETTES	
Registration Number:	4144091	ZIGARI	
Registration Number:	3867900	ZIG-ZAG	
Registration Number:	2850959	MARKET-MASTER	
Registration Number:	2664694	NORTH ATLANTIC OPERATING COMPANY, INC.	
Registration Number:	2664695	NORTH ATLANTIC OPERATING COMPANY, INC.	
Registration Number:	2635446	NORTH ATLANTIC OPERATING COMPANY	
Registration Number:	2610473	NORTH ATLANTIC OPERATING COMPANY	
Serial Number:	85652888	ZIG-ZAG	
Serial Number:	85414445	ZIG ZAG	
CORRESPONDENCE DATA			
Fax Number:	7147558290		

OP \$390.00 2780643

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.

Email: IPDOCKET@LW.COM, KRISTIN.AZCONA@LW.COM

Correspondent Name: LATHAM & WATKINS LLP

Address Line 1: 650 Town Center Drive, Suite 2000

Address Line 4: COSTA MESA, CALIFORNIA 92626

ATTORNEY DOCKET NUMBER:	037216-0018
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NAME OF SUBMITTER:	KRISTIN J AZCONA
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SIGNATURE:	/KJA/
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DATE SIGNED:	03/06/2017
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Total Attachments: 4

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**RELEASE OF SECURITY INTEREST
IN TRADEMARK COLLATERAL**

This RELEASE OF SECURITY INTEREST IN TRADEMARK COLLATERAL, dated as of February 17, 2017 (this “Release”), is made by **WELLS FARGO BANK, NATIONAL ASSOCIATION**, as agent for the Lenders and the other Secured Parties (the “Agent”), in favor of **NORTH ATLANTIC OPERATING COMPANY, INC.** (“Grantor”), as follows. Capitalized terms used in this Release and not otherwise defined herein have the meanings specified in the First Lien Term Loan Credit Agreement and First Lien Trademark Security Agreement.

WITNESSETH

WHEREAS, pursuant to the First Lien Trademark Security Agreement, dated as of January 13, 2014 (the “Trademark Security Agreement”), and recorded with the U.S. Patent and Trademark Office on January 16, 2014, at Reel/Frame No. 5194/0195, Grantor granted to the Agent a security interest in and continuing lien on all of Grantor’s right, title and interest in, to and under the Trademark Collateral (as defined in the Trademark Security Agreement), including, without limitation, the United States trademarks set forth on Schedule A attached hereto (the “Released Registered Trademarks”); and

WHEREAS, Grantor has requested that the Agent release its security interest in and continuing lien on all right, title and interest of Grantor in, to and under the Trademark Collateral, including the Released Registered Trademarks; and

WHEREAS, the Agent now desires to terminate and release its security interest in and continuing lien on all right, title and interest of Grantor in, to and under the Trademark Collateral, including the Released Registered Trademarks, and reassign any all rights, title and interest in the same to Grantor.

NOW, THEREFORE, the Agent, without recourse, representation or warranty of any kind or nature, and at Grantor’s sole cost and expense, hereby terminates, cancels and releases its security interest in and continuing lien on all right, title and interest of Grantor in, to and under the Trademark Collateral, including the Released Registered Trademarks, and any and right, title and interest of the Agent in such Trademark Collateral and such Released Registered Trademarks, including all goodwill associated therewith, is hereby assigned, transferred, and conveyed to Grantor.

The Agent authorizes and requests that the Commissioner of Patents and Trademarks and any other applicable government officer record this Release.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the Agent has caused this Release to be duly executed and delivered by its duly authorized officer as of the date first written above.

**WELLS FARGO BANK,
NATIONAL ASSOCIATION,**
as Agent

By:







Name: Rob King

Title: Senior Vice President

**SCHEDULE A
TO
RELEASE OF SECURITY INTEREST
IN TRADEMARK COLLATERAL**

Reel/Frame No. 5194/0195

Trademark	Database	Status	Application Number Application Date	Registration Number Registration Date
ZIG ZAG CLASSIC AMERICAN BLEND	U.S. Federal	Renewed (Registered)	78084504 9/19/01	2780643 11/4/03
ZIG-ZAG GOLD STANDARD	U.S. Federal	Registered	74673369 5/11/95	2122646 12/23/97
ZIG-ZAG	U.S. Federal	Pending	85652888 6/15/12	
ZIG-ZAG  ZIG-ZAG	U.S. Federal	Renewed (Registered)	74250904 3/2/92	1775416 6/8/93
ZIG ZAG	U.S. Federal	Renewed (Registered)	73628858 11/6/86	1472580 1/12/88
ZIG ZAG	U.S. Federal	Renewed (Registered)	73085295 4/27/76	1133291 4/15/80
ZIGARETTES	U.S. Federal	Registered	85431822 9/26/11	4135544 5/1/12
ZIG ZAG 	U.S. Federal	Published (Pending) Intent To Use	85414445 9/2/11	
ZIGARI	U.S. Federal	Registered	85289914 4/8/11	4144091 5/15/12
ZIG-ZAG	U.S. Federal	Registered	77367950 1/9/08	3867900 10/26/10
MARKET-MASTER	U.S. Federal	Registered	78264327 6/19/03	2850959 6/8/04
NORTH ATLANTIC OPERATING COMPANY, INC. 	U.S. Federal	Renewed (Registered)	78092298 11/8/01	2664694 12/17/02
NORTH ATLANTIC OPERATING COMPANY, INC. 	U.S. Federal	Renewed (Registered)	78092299 11/8/01	2664695 12/17/02
NORTH ATLANTIC OPERATING COMPANY	U.S. Federal	Renewed (Registered)	78091719 11/5/01	2635446 10/15/02

Trademark	Database	Status	Application Number Application Date	Registration Number Registration Date
NORTH ATLANTIC OPERATING COMPANY	U.S. Federal	Renewed (Registered)	76115213 8/24/00	2610473 8/20/02