

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM424005

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cuban Cigar Factory, Inc.		04/17/2017	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Kretek International, Inc.		
Street Address:	5449 Endeavour Ct		
City:	Moorpark		
State/Country:	CALIFORNIA		
Postal Code:	93021		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2965910	CUBAN CIGAR FACTORY EXPERIENCE THE TRADI	
Registration Number:	3134646	CUBAN CIGAR FACTORY EXPERIENCE THE TRADI	
Registration Number:	5118472	LA PALMA DE ORO	
Registration Number:	2132468	TRADICIONALES	
CORRESPONDENCE DATA			
Fax Number:	8055318999		
<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:	(800)-358-8100		
Email:	trademarks@kretek.com		
Correspondent Name:	Kretek International, Inc.		
Address Line 1:	5449 Endeavour Ct		
Address Line 4:	Moorpark, CALIFORNIA 93021		
NAME OF SUBMITTER:	Andrew Schmidt		
SIGNATURE:	/Andrew Schmidt/		
DATE SIGNED:	04/17/2017		
Total Attachments: 4			
source=Assignment of Trademark Registration No. 2132468 4.17.17#page1.tif			
source=Assignment of Trademark Registration No. 2965910 4.17.17#page1.tif			
source=Assignment of Trademark Registration No. 3134646 4.17.17#page1.tif			

OP \$115.00 2965910

ASSIGNMENT OF TRADEMARK

This Assignment of Trademark (the "Assignment") is entered as of this 10th day of April, 2017, by and between Cuban Cigar Factory (hereinafter referred to as "Assignor"), on the one hand, and Kretex International Inc., a California corporation with its principal place of business at 5449 Endeavour Court, Moorpark, CA, 93021 (hereinafter referred to as "Assignee") on the other hand.

WHEREAS, Assignee has agreed to purchase U.S. Trademark Registration Number 2132468 for the mark TRADICIONALES issued by the U.S. Patent and Trademark Office on January 27th, 1998 (hereinafter "Trademark"), and any applications and resulting registrations therefore and any logos, designs, graphics or other marks or indicators of origin used by Assignor in connection with the operation of its business (the "Trademark"); and

WHEREAS, Assignee is desirous of acquiring the Trademark, and Assignor has agreed to assign to Assignee its entire worldwide right, title and interest in, to and under the Trademark, together with the goodwill of the business connected with the use of and symbolized by the Trademark;

NOW THEREFORE, and incorporating all above paragraphs as part of this agreement, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys to Assignee its entire worldwide right, title and interest in, to and under the Trademark, and any associated applications and registrations therefor, together with the goodwill of the business connected with the use of and symbolized by the Trademark, and all rights and causes of action to recover past, present or future damages, royalties, fees, profits or other relief, including but not limited to, equitable and injunctive relief ensuing from infringement of the Trademark.

Assignor further represents and warrants that it has not transferred, assigned, hypothecated or granted a security interest in the Trademark to any third party.

Assignor further represents and warrants that it has the full right to sell, transfer, and assign the Trademark to Assignee, and has good and marketable title thereto, free and clear of all liens. Following this Assignment, Assignee will be the lawful owner of, and have good title to, the Trademark, free and clear of all liens.

Further, Assignor agrees to execute and provide promptly after the execution hereof, such further instruments, documents or assignments as may be reasonably necessary to effectuate the purposes of this transaction and to consolidate, vest and record in Assignee its rights in, to and under the Trademark.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be duly executed and delivered as of the date first above written.

ASSIGNOR

Signature

Name

Title

ASSIGNEE

Signature

Name

Title

ASSIGNMENT OF TRADEMARK

This Assignment of Trademark (the "Assignment") is entered as of this 10th day of April, 2017, by and between Cuban Cigar Factory (hereinafter referred to as "Assignor"), on the one hand, and Krettek International Inc., a California corporation with its principal place of business at 5449 Endeavour Court, Moorpark, CA, 93021 (hereinafter referred to as "Assignee") on the other hand.

WHEREAS, Assignee has agreed to purchase U.S. Trademark Registration Number 2965910 for the mark CUBAN CIGAR FACTORY EXPERIENCE THE TRADITION and design issued by the U.S. Patent and Trademark Office on July 12th, 2005 (hereinafter "Trademark"), and any applications and resulting registrations therefore and any logos, designs, graphics or other marks or indicators of origin used by Assignor in connection with the operation of its business (the "Trademark"); and

WHEREAS, Assignee is desirous of acquiring the Trademark, and Assignor has agreed to assign to Assignee its entire worldwide right, title and interest in, to and under the Trademark, together with the goodwill of the business connected with the use of and symbolized by the Trademark;

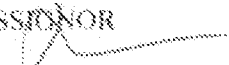
NOW THEREFORE, and incorporating all above paragraphs as part of this agreement, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys to Assignee its entire worldwide right, title and interest in, to and under the Trademark, and any associated applications and registrations therefor, together with the goodwill of the business connected with the use of and symbolized by the Trademark, and all rights and causes of action to recover past, present or future damages, royalties, fees, profits or other relief, including but not limited to, equitable and injunctive relief ensuing from infringement of the Trademark.

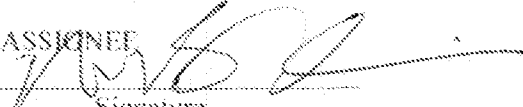
Assignor further represents and warrants that it has not transferred, assigned, hypothecated or granted a security interest in the Trademark to any third party.

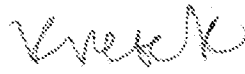
Assignor further represents and warrants that it has the full right to sell, transfer, and assign the Trademark to Assignee, and has good and marketable title thereto, free and clear of all liens. Following this Assignment, Assignee will be the lawful owner of, and have good title to, the Trademark, free and clear of all liens.

Further, Assignor agrees to execute and provide promptly after the execution hereof, such further instruments, documents or assignments as may be reasonably necessary to effectuate the purposes of this transaction and to consolidate, vest and record in Assignee its rights in, to and under the Trademark.

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be duly executed and delivered as of the date first above written.

ASSIGNOR

Signature
David Bater
Name
President
Title

ASSIGNEE

Signature
Noah Steinberg IV
Name
General Counsel
Title



ASSIGNMENT OF TRADEMARK

This Assignment of Trademark (the "Assignment") is entered as of this 10th day of April, 2017, by and between Cuban Cigar Factory (hereinafter referred to as "Assignor"), on the one hand, and Kretek International Inc., a California corporation with its principal place of business at 5449 Endeavour Court, Moorpark, CA, 93021 (hereinafter referred to as "Assignee") on the other hand.

WHEREAS, Assignee has agreed to purchase U.S. Trademark Registration Number 3134646 for the mark CUBAN CIGAR FACTORY EXPERIENCE THE TRADITION and design issued by the U.S. Patent and Trademark Office on August 29th, 2006 (hereinafter "Trademark"), and any applications and resulting registrations therefore and any logos, designs, graphics or other marks or indicators of origin used by Assignor in connection with the operation of its business (the "Trademark"); and

WHEREAS, Assignee is desirous of acquiring the Trademark, and Assignor has agreed to assign to Assignee its entire worldwide right, title and interest in, to and under the Trademark, together with the goodwill of the business connected with the use of and symbolized by the Trademark;

NOW THEREFORE, and incorporating all above paragraphs as part of this agreement, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys to Assignee its entire worldwide right, title and interest in, to and under the Trademark, and any associated applications and registrations therefor, together with the goodwill of the business connected with the use of and symbolized by the Trademark, and all rights and causes of action to recover past, present or future damages, royalties, fees, profits or other relief, including but not limited to, equitable and injunctive relief ensuing from infringement of the Trademark.

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ASSIGNOR

Signature

Name

Title

David Baker

President

ASSIGNEE

Signature

Name

Title

Nora L. Stehlsapil

General Counsel / Kretek

ASSIGNMENT OF TRADEMARK

This Assignment of Trademark (the "Assignment") is entered as of this 10th day of April, 2017, by and between Cuban Cigar Factory (hereinafter referred to as "Assignor"), on the one hand, and Kretek International Inc., a California corporation with its principal place of business at 5449 Endeavour Court, Moorpark, CA, 93021 (hereinafter referred to as "Assignee") on the other hand.

WHEREAS, Assignee has agreed to purchase U.S. Trademark Registration Number 5118472 for the mark LA PALMA DE ORO issued by the U.S. Patent and Trademark Office on January 10th, 2017 (hereinafter "Trademark"), and any applications and resulting registrations therefore and any logos, designs, graphics or other marks or indicators of origin used by Assignor in connection with the operation of its business (the "Trademark"); and

WHEREAS, Assignee is desirous of acquiring the Trademark, and Assignor has agreed to assign to Assignee its entire worldwide right, title and interest in, to and under the Trademark, together with the goodwill of the business connected with the use of and symbolized by the Trademark;

NOW THEREFORE, and incorporating all above paragraphs as part of this agreement, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, and intending to be legally bound hereby, Assignor hereby sells, assigns, transfers and conveys to Assignee its entire worldwide right, title and interest in, to and under the Trademark, and any associated applications and registrations therefor, together with the goodwill of the business connected with the use of and symbolized by the Trademark, and all rights and causes of action to recover past, present or future damages, royalties, fees, profits or other relief, including but not limited to, equitable and injunctive relief ensuing from infringement of the Trademark.

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IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be duly executed and delivered as of the date first above written.

ASSIGNOR

Signature
David Baker

Name
President

Title

ASSIGNEE

Signature
Nouh Stehropil

Name
General Counsel / CEO

Title