

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM426080

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900403305		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Reynolds Innovations Inc.		04/20/2017	Corporation: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	RAI Strategic Holdings, Inc.		
Street Address:	401 North Main Street		
City:	Winston-Salem		
State/Country:	NORTH CAROLINA		
Postal Code:	27101		
Entity Type:	Corporation: NORTH CAROLINA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	5161834	RECHARGEABLE SOLO PRE-CHARGED AND READYT	
Registration Number:	4989892	VUSE CONNECT	
Registration Number:	5151904	VUSE DIGITAL VAPOR CIGARETTES	
Registration Number:	5151903	VUSE DIGITAL VAPOR CIGARETTES	
Registration Number:	5161833	VUSE DIGITAL VAPOR CIGARETTES RECHARGEAB	
Registration Number:	5151905	VUSE RECHARGEABLE	
CORRESPONDENCE DATA			
Fax Number:	3366077500		
<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:	3366077300		
Email:	wstrademarks@kilpatricktownsend.com		
Correspondent Name:	William M. Bryner		
Address Line 1:	1001 W. Fourth Street		
Address Line 4:	Winston-Salem, NORTH CAROLINA 27101		
ATTORNEY DOCKET NUMBER:	0414775		
NAME OF SUBMITTER:	Harris W. Henderson, NC Bar Member		
SIGNATURE:	/Harris W. Henderson/		

DATE SIGNED:	05/03/2017
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Total Attachments: 4

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT (the "Assignment") is entered into as of April 20, 2017 (the "Effective Date") by and between **Reynolds Innovations Inc.**, a North Carolina corporation having its principal office and place of business at 401 North Main Street, Winston-Salem, North Carolina, 27101 ("Assignor") and **RAI Strategic Holdings, Inc.**, a North Carolina corporation having its principal office and place of business at 401 North Main Street, Winston-Salem, North Carolina, 27101 ("Assignee").

WHEREAS, RII has adopted, and through its, affiliates, and/or licensees, has used, continues to use, and is the record owner of the trademarks shown in **Schedule 4.A** (collectively the "Marks");

WHEREAS, ASSIGNEE is desirous of acquiring the Marks, together with the goodwill of the business associated with the Marks;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, ASSIGNOR hereby assigns to ASSIGNEE all right, title and interest in and to the Marks, together with the goodwill of the business symbolized thereby, all common law rights to the Marks, all rights of action accrued and to be accrued under and by virtue thereof, including without limitation the right to sue and recover for past infringement of the Marks and collect the same for its own use and benefit and for the use and benefit of its successors, assigns and legal representative, and all records and files exclusively relating to the Marks.

IN WITNESS WHEREOF, ASSIGNOR has executed this Trademark Assignment on the day shown above.

[SIGNATURES ON THE FOLLOWING PAGE]

REYNOLDS INNOVATIONS INC.

RAI STRATEGIC HOLDINGS INC.

By: Michael J. Madigan
Name: Secretary
Michael J. Madigan
Date: 4/20/17

By: Michael J. Madigan
Name: Secretary
Michael J. Madigan
Date: 4/20/17

NOTARIAL ACKNOWLEDGMENT

COUNTRY OF UNITED STATES OF AMERICA

STATE OF North Carolina

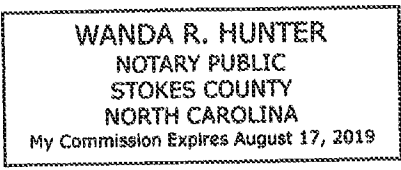
COUNTY OF Forsyth

I certify that Michael J. Madigan, of Reynolds Innovations Inc., personally appeared before me this day, acknowledging to me that he/she voluntarily signed the foregoing document for the purpose stated therein and in the capacity indicated.

Witness my hand and official seal, this the 20th day of April, 2017.

Wanda R. Hunter
Notary Public

My commission expires: 8/17, 2019.



NOTARIAL ACKNOWLEDGMENT

COUNTRY OF UNITED STATES OF AMERICA

STATE OF North Carolina

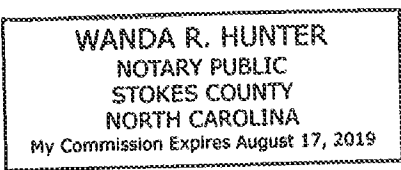
COUNTY OF Forsyth

I certify that Michael J. Madigan of RAI Strategic Holdings Inc., personally appeared before me this day, acknowledging to me that he/she voluntarily signed the foregoing document for the purpose stated therein and in the capacity indicated.

Witness my hand and official seal, this the 20th day of April, 2017.

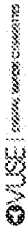
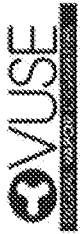


Wanda R. Hunter
Notary Public

My commission expires: 8/17, 2019.



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SCHEDULE 4.A

Country	Mark	Status	Serial No Filing Date	Reg. No. Reg. Date	Owner	Class/Description
United States of America	RECHARGEABLE SOLO PRE-CHARGED AND READY TO USE.	Pending	86661616 Jun 12, 2015	5181834 Mar 14, 2017	Reynolds Innovations Inc.	34 Electronic cigarettes and components thereof.
United States of America	VUSE CONNECT	Published	86593769 Apr 10, 2015	4989892 Jun 28, 2016	Reynolds Innovations Inc.	09 Electronic cigarette components, namely, batteries, USB chargers. 34 Cigarettes, namely, electronic cigarettes; electronic cigarette components, namely, electronic cigarette cartridges sold filled with nicotine and other flavorings in liquid form for use with electronic cigarettes and vapor devices.
United States of America		Pending	86661614 Jun 12, 2015	5151904 Feb 28, 2017	Reynolds Innovations Inc.	34 Electronic cigarettes and components thereof.
United States of America		Pending	86661605 Jun 12, 2015	5151903 Feb 28, 2017	Reynolds Innovations Inc.	34 Electronic cigarettes and components thereof.
United States of America		Pending	86661611 Jun 12, 2015	5181833 Mar 14, 2017	Reynolds Innovations Inc.	34 Electronic cigarettes and components thereof.
United States of America		Pending	86661615 Jun 12, 2015	5151905 Feb 28, 2017	Reynolds Innovations Inc.	34 Electronic cigarettes and components thereof.