

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM461275

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
<b>NATURE OF CONVEYANCE:</b>	CHANGE OF NAME
<b>SEQUENCE:</b>	2

## CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Homewood NJOY Acquisition, LLC		02/15/2017	Limited Liability Company: DELAWARE

## RECEIVING PARTY DATA

<b>Name:</b>	NJOY Holdings, Inc.
<b>Street Address:</b>	15211 N. Kierland Blvd.
<b>Internal Address:</b>	Suite 200
<b>City:</b>	Scottsdale
<b>State/Country:</b>	ARIZONA
<b>Postal Code:</b>	85254
<b>Entity Type:</b>	Corporation: DELAWARE

## PROPERTY NUMBERS Total: 18

Property Type	Number	Word Mark
Registration Number:	4905962	A/C
Registration Number:	4905899	ARTIST COLLECTION
Registration Number:	4632824	CIGARETTES, YOU'VE MET YOUR MATCH
Registration Number:	4842637	DRAGON SCAPE
Registration Number:	4842638	HEDON'S BITE
Registration Number:	4752835	NJOY
Registration Number:	4752836	NJOY
Registration Number:	4650214	NJOY
Registration Number:	4395179	NJOY
Registration Number:	3427769	NJOY
Registration Number:	4091150	NJOY
Registration Number:	4864398	NJOY DAILY
Registration Number:	4419653	NJOY KING
Registration Number:	4814412	NJOY YOURSELF
Registration Number:	4842639	PARA MOUR
Registration Number:	4842640	SACRÉ COEUR
Registration Number:	4842641	SAMBA SUN

TRADEMARK

Property Type	Number	Word Mark
Registration Number:	4396923	THE LAST MATCHES YOU WILL EVER NEED
<b>CORRESPONDENCE DATA</b>		
Fax Number:	2023545232	
<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:	2028083570	
Email:	docketing@kelly-ip.com	
Correspondent Name:	Kelu Sullivan	
Address Line 1:	1919 M Street, NW	
Address Line 2:	Suite 610	
Address Line 4:	Washington, D.C. 20036	
ATTORNEY DOCKET NUMBER:	195.0999	
NAME OF SUBMITTER:	Kelu Sullivan	
SIGNATURE:	/Kelu Sullivan/	
DATE SIGNED:	02/07/2018	
Total Attachments: 0		

**THIS  
PAGE  
INTENTIONALLY  
LEFT  
BLANK**