

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM500837

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	CHANGE OF NAME		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Nu Mark Innovations LTD		10/18/2018	Corporation: ISRAEL
RECEIVING PARTY DATA			
Name:	Altria Israel LTD		
Street Address:	P.O. Box 674		
City:	Bet Shemesh		
State/Country:	ISRAEL		
Postal Code:	99000		
Entity Type:	Corporation: ISRAEL		
PROPERTY NUMBERS Total: 16			
Property Type	Number	Word Mark	
Serial Number:	86172743	FEEL GREAT ABOUT WHAT YOU SMOKE	
Serial Number:	85370968	FLAVORMAX	
Serial Number:	85817522	FLAVORSHIELD	
Serial Number:	86220440	GREEN MEANS GO	
Serial Number:	85817531	GREENSEAL	
Serial Number:	86964308	GREENSEAL	
Serial Number:	86188511	MENTHOL FUSION	
Serial Number:	85847012	MENTHOL ICE	
Serial Number:	85846992	MOCHA MIST	
Serial Number:	85954799	MOUNTAIN CLOVE	
Serial Number:	85847000	RED LABEL TOBACCO	
Serial Number:	86152388	SENSORSAFE	
Serial Number:	85846985	SMOOTH CHOCOLATE	
Serial Number:	85412105	STERLING MIST	
Serial Number:	85490443	TOBACCO GOLD	
Serial Number:	85842421	VANILLA DREAMS	
CORRESPONDENCE DATA			
Fax Number:	2027995000		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			
TRADEMARK			

CH \$415.00 86172743

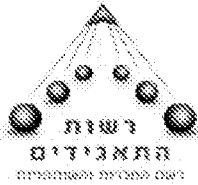
using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Phone: 2027994000
Email: gregory.esau@dlapiper.com
Correspondent Name: Gregory Esau
Address Line 1: 500 Eighth Street, NW
Address Line 4: Washington, D.C. 20004

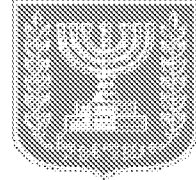
NAME OF SUBMITTER:	Gregory Esau
SIGNATURE:	/Gregory Esau/
DATE SIGNED:	12/05/2018

Total Attachments: 2

source=Name Change Altria Israel Ltd#page1.tif
source=Name Change Altria Israel Ltd(en)#page1.tif



מדינת ישראל
משרד המשפטים - רשות התאגידים
רשם החברות והשותפויות



תעודת שינוי שם של חברה

וזאת לתעודה כי החברה:

נו מרק חדשנות בע"מ
NU MARK INNOVATIONS LTD

שמספרה 514412204,

שינתה את שמה ומעתה תקרא בשם:

אלטריה ישראל בע"מ
ALTRIA ISRAEL LTD

ניתנה בירושלים ביום:

18/10/2018

ט' חשוון תשע"ט



אייל גלובוס, עו"ד

רשם החברות והשותפויות

ראש רשות התאגידים

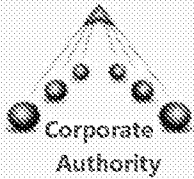
רשות התאגידים

אישור שבסמך זה החתום אלקטרונית
מהווה העתק של מסמך (מקור או העתק) ויש
לשומרו כמקובל.

בוצע על ידי: אדר אוהיון, עו"ד

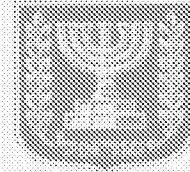
TRADEMARK

REEL: 006495 FRAME: 0299



Registrar of Companies and Partnerships

The State of Israel
Ministry of Justice - Corporate Authority
Registrar of Companies and Partnerships



Certificate of company name change

And this is to certify

**Nu Mark Innovation Ltd.
NU MARK INNOVATIONS LTD**

Numbered 514412204,

Has changed her name and from now on shall be named:

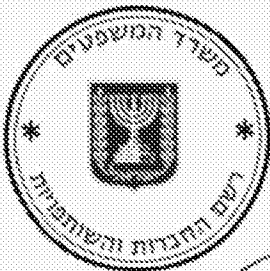
**Altria Israel Ltd.
ALTRIA ISRAEL LTD**

Was given in Jerusalem
on the day:
10/18/2018
9 Cheshvan 5779

Certifying Linguist:

Mike Mi

12/05/2018



[Handwritten signature]

Eyal Globus, Adv.
Companies and Partnerships Registrar

Director Corporate Authority
Corporate Authority

Done by: Adar Ohayon, Adv.

Confirmation that this document is electronically signed,
constitutes a copy of a document (source or copy) found
On the day of signing in the corporate file in the corporate authority

TRADEMARK

REEL: 006495 FRAME: 0300

RECORDED: 12/05/2018