

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM499922

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Eduardo Ortega		09/26/2018	INDIVIDUAL:
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: 1			
Property Type	Number	Word Mark	
Serial Number:	78642490	VIBE	
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:	1100 Peachtree Street, Suite 2800		
Address Line 2:	Mailstop: IP Docketing - 22		
Address Line 4:	Atlanta, GEORGIA 30309		
NAME OF SUBMITTER:	William M. Bryner		
SIGNATURE:	/William M. Bryner/		
DATE SIGNED:	11/29/2018		
Total Attachments: 2			
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OP \$40.00 78642490

TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT (the "Trademark Assignment") is made effective as of the date of the last dated signature shown below (the "Effective Date") by and between RAI Strategic Holdings, Inc. a North Carolina corporation having its principal place of business at 401 North Main Street, Winston-Salem, North Carolina 27102 ("RAISH"), and Eduardo Ortega a Florida resident with a residence at 441 Lakeview Drive, Weston, Florida 33326 ("Ortega"). RAISH and Ortega may be referred to individually or collectively as the "Party" or "Parties."

WHEREAS, Ortega is the record owner of the trademark registration for the VIBE mark (the "VIBE Mark") on the Principal Register of the United States Patent and Trademark Office (the "USPTO") under U.S. Trademark Registration No. 3137263 in connection with "Cigars" in International Class 34 (the "VIBE Registration") as shown in Schedule C.1, and common-law rights in and to the VIBE Mark in the United States; and

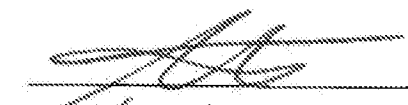
WHEREAS, RAISH is desirous of acquiring all rights in and to the VIBE Mark, together with the goodwill of the business associated with the VIBE Mark.

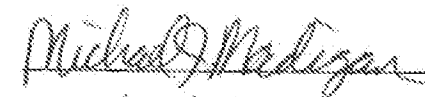
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Ortega hereby assigns to RAISH all right, title and interest in and to the VIBE Mark, together with the goodwill of the business symbolized thereby, all common law rights to the VIBE Mark, and all rights 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 VIBE Mark 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 VIBE Mark.

IN WITNESS WHEREOF, the Parties have executed this Trademark Assignment as of the date(s) set forth below.

EDUARDO ORTEGA

RAI STRATEGIC HOLDINGS INC.

By: 
Name: Eduardo Ortega
Date: 9/25/18

By: 
Name: Michael J. Madigan
Date: 9/26/18

Schedule C.1

Jurisdiction	Mark	Status	App. No./ App. Date	Reg. No./ Reg. Date	Goods	Owner Name
United States	VIBE	Registered	78642490 02-JUN-2005	3137263 29-AUG-2006	INT. CL. 34 CIGARS	Eduardo Ortega