

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM521174

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
John Player & Sons Limited		10/09/2018	Company: IRELAND
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Imperial Tobacco Intellectual Property Limited		
<b>Street Address:</b>	21 Beckett Way, Park West		
<b>Internal Address:</b>	Nangor Road		
<b>City:</b>	Dublin		
<b>State/Country:</b>	IRELAND		
<b>Postal Code:</b>	12		
<b>Entity Type:</b>	Corporation: IRELAND		
<b>PROPERTY NUMBERS Total: 4</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5057014	RE-SET	
<b>Registration Number:</b>	3957142		
<b>Registration Number:</b>	2249923	RIZLA	
<b>Registration Number:</b>	1119791	RIZLA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7037399577		
<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>			
<b>Phone:</b>	7037394900		
<b>Email:</b>	btaylor@stites.com		
<b>Correspondent Name:</b>	Brewster Taylor		
<b>Address Line 1:</b>	1800 Diagonal Rd.		
<b>Address Line 2:</b>	Suite 325		
<b>Address Line 4:</b>	Alexandria, VIRGINIA 22314		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Stites & Harbison PLLC		
<b>Address Line 1:</b>	1800 Diagonal Rd.		
<b>Address Line 2:</b>	Suite 325		

OP \$115.00 5057014

<b>Address Line 4:</b> Alexandria, VIRGINIA 22314	
<b>NAME OF SUBMITTER:</b>	Brewster Taylor
<b>SIGNATURE:</b>	/BT/
<b>DATE SIGNED:</b>	04/29/2019
<b>Total Attachments: 3</b> source=Assignment JPSL to ITIP Ltd - USA#page1.tif source=Assignment JPSL to ITIP Ltd - USA#page2.tif source=Assignment JPSL to ITIP Ltd - USA#page3.tif	

TRADEMARK ASSIGNMENT

WHEREAS, John Player & Sons Limited ("ASSIGNOR"), a company incorporated in the Republic of Ireland under No. 21912 with a principal address at 21 Beckett Way, Park West, Nangor Road, Dublin 12, Ireland is the owner of all, right, title and interest in the trademarks and the U.S. registrations and applications for registration thereof shown on the attached Schedule A.

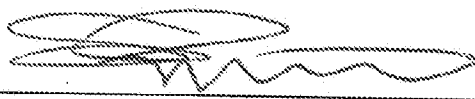
WHEREAS, Imperial Tobacco Intellectual Property Limited ("ASSIGNEE"), a company incorporated in the Republic of Ireland under No. 627835, with a principal address at 21 Beckett Way, Park West, Nangor Road, Dublin 12, Ireland is desirous of acquiring said marks and the registrations and applications for registration thereof and the business goodwill symbolized by the marks;

NOW, THEREFORE, in consideration of the foregoing, payment by ASSIGNEE to ASSIGNOR in the amount of €10.00 and other good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR, does hereby assign unto the said ASSIGNEE, all right, title and interest in and to the said marks and the registrations, and applications for registration thereof together with the good will of the business connected with the use of and symbolized by the marks and together with all rights of action, claims for damages, profits and costs, and all other demands for any sum or sums of money whatsoever which it has or may have either at law or in equity, against any and all persons, firms, corporations or associations by reason of any infringement upon said marks.

IN WITNESS WHEREOF, the undersigned have executed this assignment by their duly authorized officers.

(ASSIGNOR)


9<sup>th</sup> October 2018  
Date

  
Signature

Print Name Mr. Stephen Andrew Reid  
Print Title Authorised Signatory

(ASSIGNEE)

9<sup>th</sup> October 2018  
Date

  
Signature

Print Name Mrs. Camille-Laure Jeanne Francoise Bates  
Print Title Authorised Signatory

USA

The Schedule referred in the Trademark Assignment Document attached hereto between John Player & Sons Limited and Imperial Tobacco Intellectual Property Limited dated

SCHEDULE A

Country	Mark	Registration No. / Application No.	Class	Status
United States of America	CROSS (RIZLA) [LABEL]	3957142	34	Registered
United States of America	RE-SET [WORD]	5057014	03,05,09,10,11,30,34	Registered
United States of America	RIZLA [WORD]	2248923	34	Registered
United States of America	RIZLA +. [LABEL]	1119791	34	Registered

JOHN PLAYER & SONS LIMITED

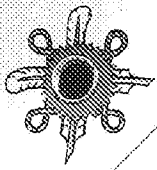


(Signature)

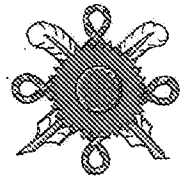
IMPERIAL TOBACCO INTELLECTUAL PROPERTY LIMITED



(Signature)



52 Broad Street, Bristol BS1 2EP  
Tel: 0117 9292811 Fax: 0117 9290686 DX: 7824 Bristol  
wards.uk.com



MICHAEL GUPWELL  
NOTARY PUBLIC

Notarial Certificate

TO ALL TO WHOM THESE PRESENTS SHALL COME

BE IT KNOWN THAT

I, MICHAEL JOHN GUPWELL of 52 Broad Street, Bristol, BS1 2EP, England, a Notary Public duly admitted, sworn and holding a faculty to practise throughout England and Wales, DO HEREBY CERTIFY AND ATTEST THAT:

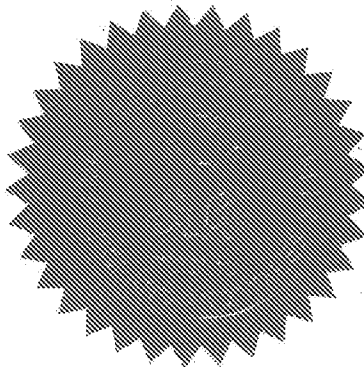
1. The document attached hereto is a true copy of the original Trademark Assignment, dated the 9<sup>th</sup> day of October 2018.

IN FAITH AND TESTIMONY whereof I have subscribed my name and affixed my seal of office at 52 Broad Street, Bristol, BS1 2EP, UK, aforesaid this 15<sup>th</sup> day of January 2019.

Michael Gupwell

Notary Public

MICHAEL GUPWELL  
NOTARY PUBLIC  
52 BROAD STREET  
BRISTOL  
BS1 2EP  
TEL: 01179292811



Regulated by the Faculty Office of the Archbishop of Canterbury