

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM545358

<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>
Dunhill Tobacco of London Limited		07/18/2019	Company: UNITED KINGDOM
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Scandinavian Tobacco Group Assens AS		
<b>Street Address:</b>	Tobaksvej 1		
<b>City:</b>	5610 Assens		
<b>State/Country:</b>	DENMARK		
<b>Entity Type:</b>	Company: DENMARK		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88286256	EARLY MORNING PIPE	
<b>Serial Number:</b>	88286251	ELIZABETHAN MIXTURE	
<b>Serial Number:</b>	88286242	LONDON MIXTURE	
<b>Serial Number:</b>	88286236	MY MIXTURE 965	
<b>Serial Number:</b>	88286221	NAVY ROLLS	
<b>Serial Number:</b>	88286211	THE "ROYAL YACHT" MIXTURE	
<b>Serial Number:</b>	88286218	NIGHTCAP	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	2023187707		
<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>	2024861578		
<b>Email:</b>	tm@potomaclaw.com		
<b>Correspondent Name:</b>	Janet F. Satterthwaite		
<b>Address Line 1:</b>	Potomac Law Group PLLC		
<b>Address Line 2:</b>	1300 Pennsylvania Avenue, NW, Suite 700		
<b>Address Line 4:</b>	Washington, D.C. 20004		
<b>ATTORNEY DOCKET NUMBER:</b>	1385-1		
<b>NAME OF SUBMITTER:</b>	Kathleen M Hemmerdinger		
<b>SIGNATURE:</b>	/Kathleen M Hemmerdinger/		

CH \$190.00 88286256

<b>DATE SIGNED:</b>	10/16/2019
<b>Total Attachments: 2</b> source=Dunhill - ST assign#page1.tif source=Dunhill - ST assign#page2.tif	

UNITED STATES OF AMERICA

THIS ASSIGNMENT is entered on the *18th July* 2019

BETWEEN:-

- 1) **Dunhill Tobacco of London Limited**, a company organised and existing under the laws of United Kingdom, whose registered office is at Globe House, 4 Temple Place, London WC2R 2PG, United Kingdom (hereinafter called "the Assignor") and
- 2) **Scandinavian Tobacco Group Assens AS**, a company organised and existing under the laws of Denmark, whose registered office is at Tobaksvej 1, 5610 Assens, Denmark (hereinafter called "the Assignee").

WHEREAS:

- (A) The Assignor is the registered proprietor in the **UNITED STATES OF AMERICA** of the Trademarks, short particulars of which are set out in the Schedule attached hereto (hereinafter called "the Trademarks"), and
- (B) The Assignor has agreed with the Assignee for the sale and transfer to the Assignee of the Trademarks for the consideration hereinafter mentioned.

NOW THIS ASSIGNMENT WITNESSES as follows:

The Assignor assigns the applications to the Assignee together with the goodwill of the business symbolized by the trademarks. The applications are being assigned as part of the entire business or portion thereof to which the marks pertains, as required by Section 10 of the Trademark Act, 15 U.S.C. § 1060.

IN WITNESS WHEREOF the Assignor and the Assignee have duly executed this Assignment the day and year first above written.

SIGNED for and on behalf of  
**Dunhill Tobacco of  
London Limited**  
by:

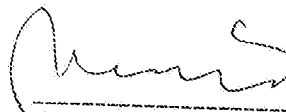


Alexander Juras, Authorised Attorney

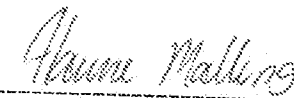
*18th July 2019*

SIGNED for and on behalf of  
**Scandinavian Tobacco Group  
Assens A/S**

By:



Mette Valentin  
Company Lawyer



Hanne Malling  
Trademark Manager

SCHEDULE

Status	Serial No.	Trademark
Application	88286256	EARLY MORNING PIPE (fig)
Application	88286251	ELIZABETHAN MIXTURE (fig)
Application	88286242	LONDON MIXTURE (fig)
Application	88286236	MIXTURE 965 (fig)
Application	88286221	NAVY ROLLS (fig)
Application	88286211	THE "ROYAL YACHT" MIXTURE (design)
Application	88286218	NIGHTCAP (design)