

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM626356

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	09/21/2020

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Max Rohr, Inc.		02/09/2021	Corporation:

RECEIVING PARTY DATA

Name:	AUSA Premium Cigar Holdings Inc.
Street Address:	5900 N. Andrews Ave., Suite 600
City:	Ft. Lauderdale
State/Country:	FLORIDA
Postal Code:	33309
Entity Type:	Corporation: FLORIDA

PROPERTY NUMBERS Total: 105

Property Type	Number	Word Mark
Registration Number:	137155	BOCK Y CA.
Registration Number:	2429823	
Registration Number:	678758	CABANAS
Registration Number:	2164684	CASA DE GARCIA
Registration Number:	814844	CCC
Registration Number:	2201850	CHAIRMAN'S RESERVE
Registration Number:	3812070	COLONIALES
Registration Number:	811614	DEMI TASSE
Registration Number:	769414	DON DIEGO
Registration Number:	2390184	DON DIEGO
Registration Number:	867406	DON DIEGO
Registration Number:	1954708	DON DIEGO LA ROMANA
Registration Number:	1688046	DON DIEGO PRELUDES
Registration Number:	1541809	DON MATEO
Registration Number:	1150598	DON MELO
Registration Number:	136373	EL AGUILA DE ORO
Registration Number:	788954	FLAMENCO
Registration Number:	1663596	FLOR DE CANARIAS

OP \$2640.00 137155

Property Type	Number	Word Mark
Registration Number:	2537704	FLOR DE COPAN
Registration Number:	3825993	GENIOS
Registration Number:	313205	H DE CABANAS CABS Y CARBAJAL
Registration Number:	2025108	HENRY CLAY
Registration Number:	1977707	LA ROMANA
Registration Number:	1563670	LAS CABRILLAS
Registration Number:	2341537	M&G
Registration Number:	3825994	MAGICOS
Registration Number:	2872354	MARIA GUERRERO
Registration Number:	1544785	MATACAN
Registration Number:	3158778	MEDALLAS DE ORO
Registration Number:	812014	MEDITATION
Registration Number:	2554618	MENENDEZ Y GARCIA
Registration Number:	3584032	MI DOMINICANA
Registration Number:	856364	MONTECRUZ
Registration Number:	869286	MONTECRUZ
Registration Number:	3780106	MONTECRUZ AGED CAMEROON MC 10 YEARS HECH
Registration Number:	1854814	NEW YORK NEW YORK
Registration Number:	1766896	ONYX
Registration Number:	2806956	PLAYERS CLUB BY DON DIEGO
Registration Number:	221461	PRIMO DEL REY
Registration Number:	1647608	RELAXATION
Registration Number:	1511200	RIATA
Registration Number:	3738203	ROMANA
Registration Number:	3897791	ROMEO Y JULIETA
Registration Number:	777714	ROYAL JAMAICA
Registration Number:	3725460	SAMURAI
Registration Number:	2023296	SANTA DAMIANA
Registration Number:	168631	SANTA DAMIANA
Registration Number:	1888788	SANTA ROSA
Registration Number:	2982335	SEIJAS
Registration Number:	3677373	SONNET
Registration Number:	1559193	TE-AMO
Registration Number:	2350818	TORBUSTO
Registration Number:	2824209	TRINIDAD
Registration Number:	3233292	VERONA'S COURT
Registration Number:	2915420	TTT TRINIDAD
Registration Number:	2414999	CIGAR SAVOR

Property Type	Number	Word Mark
Registration Number:	1984415	1492
Registration Number:	0386280	AIRLOK
Registration Number:	4989973	ALLOY
Registration Number:	4800133	AMADOS
Registration Number:	3604315	ANTHOLOGY
Registration Number:	3775074	BLACK OUT
Registration Number:	5548646	BLENDER'S GOLD
Registration Number:	1174476	GISPERT
Registration Number:	0420413	HARVESTER
Serial Number:	88816985	HENRY CLAY WAR HAWK REBELLIOUS
Registration Number:	5046848	HOUSE OF VERONA
Registration Number:	1174477	JUAN LOPEZ
Registration Number:	2422086	JULIETAS
Registration Number:	3877356	KASBAH
Registration Number:	5509093	PERLADO
Registration Number:	5192111	PILOTICO
Registration Number:	1185096	QUINTERO
Registration Number:	4672214	REBELLION
Serial Number:	88299415	REBELLIOUS ROOTS
Registration Number:	5023461	RETRO
Registration Number:	2644629	REVOLUCION
Registration Number:	4899226	ROMEO BY ROMEO Y JULIETA ANEJO
Registration Number:	1047827	ROMEO Y JULIETA
Registration Number:	4419710	ROMEO Y JULIETA BOCADOS
Registration Number:	4422945	ROMEO Y JULIETA CAPULET
Registration Number:	2551977	
Serial Number:	88848375	ROMEO Y JULIETA ETERNAL
Registration Number:	4306489	ROMEO Y JULIETA HAVOC
Registration Number:	4426558	ROMEO Y JULIETA MONTAGUE
Registration Number:	2779761	ROMEOS
Registration Number:	4444989	RYJ
Serial Number:	87858088	RYJ CTA
Registration Number:	1186087	SAINT LUIS REY
Registration Number:	4515511	SAINT LUIS REY GEN 2
Registration Number:	4946484	SAINT LUIS REY HAVOC
Registration Number:	4883210	SAMURAI
Registration Number:	4533721	SUMUM
Registration Number:	5192102	TABACALERA DE GARCIA

Property Type	Number	Word Mark
Registration Number:	5192103	TABACALERA DE GARCIA BRICKS
Registration Number:	4365458	TE-AMO REVOLUTION
Registration Number:	6108717	TRINIDAD ESPIRITU
Registration Number:	4455847	TRINIDAD PARADOX
Registration Number:	2005803	VEGAFINA
Registration Number:	3757574	VF
Registration Number:	5951487	WAR HAWK
Registration Number:	5182505	YARGUERA
Registration Number:	0092892	LA CORONA
Registration Number:	0528782	
Registration Number:	1370472	LA CORONA WHIFFS

CORRESPONDENCE DATA

Fax Number:

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.

Phone: 12393309000

Email: grimes@gandb.com

Correspondent Name: Charles Grimes

Address Line 1: 8890 Terrene Court, Unit 102

Address Line 4: Bonita Springs, FLORIDA 34135

NAME OF SUBMITTER:	Charles W Grimes
SIGNATURE:	/Charles W Grimes/
DATE SIGNED:	02/15/2021

Total Attachments: 5

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CONFIRMATORY ASSIGNMENT

WHEREAS, Max Rohr, Inc. (hereinafter “Assignor”) is the owner of all right, title and interest in and to the trademarks and the associated U.S. registrations identified in the attached Exhibit A which is, by this reference, expressly incorporated herein (collectively the “Rohr Trademarks”), together with the goodwill of the business in the U.S. symbolized thereby;

WHEREAS, the Rohr Trademarks together with the goodwill of the business in the U.S. symbolized thereby were transferred from Assignor to AUSA Premium Cigar Holdings Inc. (hereinafter “Assignee”) as part of a series of simultaneous transactions, namely: (i) a transfer from Assignor to ITG Cigars Inc. pursuant to a Sale Agreement dated 9/21/2020; and (ii) a transfer from ITG Cigars Inc. to Assignee pursuant to a Sale and Transfer Agreement dated 9/21/2020;

WHEREAS, in order to memorialize the transfer of the Rohr Trademarks together with the goodwill of the business in the U.S. symbolized thereby from Assignor to Assignee, Assignor has agreed to execute this Confirmatory Assignment;

NOW, THEREFORE, for One Dollar and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties agree as follows:

1. Assignor hereby confirms the sale, assignment, transfer and conveyance unto Assignee, effective as of 9/21/2020, of all of its right, title and interest in and to the Rohr Trademarks, together with the goodwill of the business in the U.S. symbolized thereby.

2. Assignor hereby further confirms the assignment unto Assignee of all of its right to sue for and to receive all damages accruing from past, present and future infringement of the Rohr Trademarks.

3. Assignor agrees that, upon the reasonable request of Assignee, Assignor will execute any and all papers or instruments that in the reasonable opinion of the Assignee may be

necessary or desirable to secure to said Assignee the full enjoyment of the rights, title and interest the conveyance of which is hereby confirmed.

IN WITNESS WHEREOF, this Confirmatory Assignment has been duly executed as of the date set forth below.

Max Rohr, Inc.

By: Rob Willy 2/9/2021
Date: 2/9/2021

General Counsel
Title: General Counsel

Sworn and subscribed to before me
this 9th day of February 2021.

Martha A. Carter
Notary Public

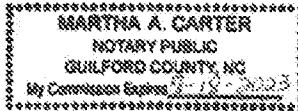


EXHIBIT A

Item Number	Trademark	Application Number	Registration Number	Registration Date
1	1492 & DESIGN	74410025	1984415	7/2/1996
2	AIRLOK	71437531	386280	4/1/1941
3	ALLOY	86614494	4989973	6/28/2016
4	AMADOS	85861915	4800133	8/25/2015
5	ANTHOLOGY	78549374	3604315	4/7/2009
6	BLACK OUT	77046693	3775074	4/13/2010
7	BLENDER'S GOLD	87555099	5548646	8/28/2018
8	BOCK Y CA (STYLIZED)	71129444	137155	11/23/1920
9	BULLFIGHTER DESIGN	75918683	2429823	2/20/2001
10	CABANAS (STYLIZED)	72057251	678758	5/19/1959
11	CASA DE GARCIA	75198651	2164684	6/9/1998
12	CCC (STYLIZED) & DESIGN	72221799	814844	9/13/1966
13	CHAIRMAN'S RESERVE	75152171	2201850	11/3/1998
14	CIGAR SAVOR	75513225	2414999	12/26/2000
15	COLONIALES	77781289	3812070	6/29/2010
16	DEMI TASSE	72226704	0811614	7/26/1966
17	DON DIEGO	72168160	0769414	5/12/1964
18	DON DIEGO	75357899	2390184	9/26/2000
19	DON DIEGO & DESIGN	72304311	0867406	4/1/1969
20	DON DIEGO LA ROMANA & DESIGN	74629064	1954708	2/6/1996
21	DON DIEGO PRELUDES	74166620	1688046	5/19/1992
22	DON MATEO	73751871	1541809	5/30/1989
23	DON MELO	73211618	1150598	4/7/1981
24	EL AGUILA DE ORO & EAGLE DEVICE	71129445	136373	11/2/1920
25	FLAMENCO	72201015	788954	5/4/1965
26	FLOR DE CANARIAS	74120135	1663596	11/5/1991
27	FLOR DE COPAN	75903753	2537704	2/12/2002
28	GENIOS	77673567	3825993	7/27/2010
29	GISPERT	73251094	1174476	10/20/1981
30	H DE CABANAS CABS Y CARBAJAL & DESIGN	71346765	0313205	5/22/1934
31	HARVESTER	71487996	420413	4/9/1946
32	HENRY CLAY	74710715	2025108	12/24/1996
33	HENRY CLAY WAR HAWK REBELLIOUS	88816985		
34	HOUSE OF VERONA	86760257	5046848	9/20/2016
35	JUAN LOPEZ	73255321	1174477	10/20/1981
36	JULIETAS	75650076	2422086	1/16/2001
37	KASBAH	77503186	3877356	11/16/2010
38	LA CORONA	71062322	0092892	8/5/1913
39	LA CORONA LID LABEL	71575054	528782	8/8/1950

Item Number	Trademark	Application Number	Registration Number	Registration Date
40	LA CORONA WHIFFS WITH GOLD CROWN & BLACK/GOLD BACKGROUND	73492287	1370472	11/12/1985
41	LA ROMANA	74576224	1977707	6/4/1996
42	LAS CABRILLAS	73723605	1563670	10/31/1989
43	M&G & DESIGN	75757849	2341537	4/11/2000
44	MAGICOS	77673580	3825994	7/27/2010
45	MARIA GUERRERO	76465978	2872354	8/10/2004
46	MATACAN	73751870	1544785	6/20/1989
47	MEDALLAS DE ORO	78805210	3158778	10/17/2006
48	MEDITATION	72197625	0812014	8/2/1966
49	MENENDEZ Y GARCIA	75757834	2554618	4/2/2002
50	MI DOMINICANA	77224933	3584032	3/3/2009
51	MONTECRUZ	72201521	0856364	9/10/1968
52	MONTECRUZ & DESIGN	72306428	0869286	5/13/1969
53	MONTECRUZ AGED CAMEROON MC 10 YEARS HECHO A MANO & NEW CROSSED SWORD DESIGN	77683425	3780106	4/27/2010
54	NEW YORK NEW YORK & DESIGN	74145834	1854814	9/20/1994
55	ONYX	74247172	1766896	4/20/1993
56	PERLADO	87141356	5509093	7/3/2018
57	PILOTICO	86786108	5192111	4/25/2017
58	PLAYERS CLUB BY DON DIEGO	76182345	2806956	1/20/2004
59	PRIMO DEL REY	71235036	221461	11/30/1926
60	QUINTERO	73255323	1185096	1/5/1982
61	REBELLION	85743917	4672214	1/13/2015
62	REBELLIOUS ROOTS	88299415		
63	RELAXATION	74008605	1647608	6/11/1991
64	RETRO	86590583	5023461	8/16/2016
65	REVOLUCION	78070874	2644629	10/29/2002
66	RIATA	73723699	1511200	11/1/1988
67	ROMANA	78662580	3738203	1/12/2010
68	ROMEO BY ROMEO Y JULIETA ANEJO	86374940	4899226	2/9/2016
69	ROMEO Y JULIETA	73047485	1047827	9/7/1976
70	ROMEO Y JULIETA	77742968	3897791	12/28/2010
71	ROMEO Y JULIETA BOCADOS	85727273	4419710	10/15/2013
72	ROMEO Y JULIETA CAPULET	85727282	4422945	10/22/2013
73	ROMEO Y JULIETA DESIGN	76080630	2551977	3/26/2002
74	ROMEO Y JULIETA ETERNAL	88848375		
75	ROMEO Y JULIETA HAVOC	85524728	4306489	3/19/2013

Item Number	Trademark	Application Number	Registration Number	Registration Date
76	ROMEO Y JULIETA MONTAGUE	85727288	4426558	10/29/2013
77	ROMEOS	75650077	2779761	11/4/2003
78	ROYAL JAMAICA & DESIGN	72183413	0777714	9/29/1964
79	RyJ	85762360	4444989	12/3/2013
80	RYJ CTA (Stylized and Design)	87858088		
81	SAINT LUIS REY	73255324	1186087	1/12/1982
82	SAINT LUIS REY GEN 2	85727294	4515511	4/15/2014
83	SAINT LUIS REY HAVOC	85727301	4946484	4/26/2016
84	SAMURAI	86614470	4883210	1/5/2016
85	SAMURAI	77742801	3725460	12/15/2009
86	SANTA DAMIANA	74710725	2023296	12/17/1996
87	SANTA DAMIANA	71168112	0168631	5/29/1923
88	SANTA ROSA	74473351	1888788	4/11/1995
89	SEIJAS	76585809	2982335	8/2/2005
90	SONNET	77433371	3677373	9/1/2009
91	SUMUM	86122780	4533721	5/20/2014
92	TABACALERA DE GARCIA	86779173	5192102	4/25/2017
93	TABACALERA DE GARCIA BRICKS	86779195	5192103	4/25/2017
94	TE-AMO	73717048	1559193	10/3/1989
95	TE-AMO REVOLUTION	85524759	4365458	7/9/2013
96	TORBUSTO	75507333	2350818	5/16/2000
97	TRINIDAD	75336221	2824209	3/23/2004
98	TRINIDAD ESPIRITU	88254878	6108717	7/21/2020
99	TRINIDAD PARADOX	85615403	4455847	12/24/2013
100	TTT TRINIDAD LOGO	75403499	2915420	1/4/2005
101	VEGAFINA	74694537	2005803	10/8/1996
102	VERONA'S COURT	78914642	3233292	4/24/2007
103	VF & DESIGN	77808778	3757574	3/9/2010
104	WAR HAWK	88219909	5951487	12/31/2019
105	YARGUERA	86778978	5182505	4/11/2017