

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM859440

<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>
Cuban Cigar Brands B.V.		12/06/2023	Private Limited Company: CURACAO
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	AUSA Premium Cigar Holdings Inc.		
<b>Street Address:</b>	5900 North Andrews Avenue, Suite 600		
<b>City:</b>	Fort Lauderdale		
<b>State/Country:</b>	FLORIDA		
<b>Postal Code:</b>	33309		
<b>Entity Type:</b>	Corporation: DELAWARE		
<b>PROPERTY NUMBERS Total: 63</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4942079	CARL UPMANN	
<b>Registration Number:</b>	3665071	CASA DE MONTECRISTO	
<b>Registration Number:</b>	3791093	CASA DE MONTECRISTO	
<b>Registration Number:</b>	6464810	CASA DE MONTECRISTO MONTE CRISTO M&G	
<b>Registration Number:</b>	5603375	CASA DE MONTECRISTO M&G	
<b>Registration Number:</b>	6591260	CASA REWARDS	
<b>Registration Number:</b>	5772403		
<b>Registration Number:</b>	3681480	CLASSIC COLLECTION	
<b>Registration Number:</b>	4610669	CONDE	
<b>Registration Number:</b>	4528152	CONNOISSEUR EDITION	
<b>Registration Number:</b>	4528150	CONNOISSEUR EDITION CHICAGO	
<b>Registration Number:</b>	4528149	CONNOISSEUR EDITION LAS VEGAS	
<b>Registration Number:</b>	4528151	CONNOISSEUR EDITION TEXAS	
<b>Registration Number:</b>	1459466		
<b>Registration Number:</b>	6521818	DEVOCIÓN	
<b>Registration Number:</b>	4007955	EL CONDE	
<b>Registration Number:</b>	4614578	ESPADA BY MONTECRISTO	
<b>Registration Number:</b>	4942835	ESPADA BY MONTECRISTO ESTOQUE	
<b>Registration Number:</b>	3805893		

OP \$1590.00 4942079

Property Type	Number	Word Mark
Registration Number:	2494136	H. UPMANN
Registration Number:	2649682	H.UPMANN
Registration Number:	2435147	H. UPMANN
Registration Number:	0089518	H. UPMANN
Registration Number:	1874115	H. UPMANN APERITIFS
Registration Number:	5147589	H. UPMANN BANKER INGOT
Registration Number:	4515443	H. UPMANN HAVOC
Registration Number:	5286888	H. UPMANN HERMAN'S BATCH
Registration Number:	6059970	H. UPMANN PAPIS
Registration Number:	4629401	JACOPO
Registration Number:	3377971	MEDIA NOCHE
Registration Number:	3485483	MEMORIES
Registration Number:	4618258	MONTE
Registration Number:	1435633	MONTE CRISTO
Registration Number:	2236889	MONTE CRISTO
Registration Number:	0332324	MONTE CRISTO
Registration Number:	1173547	MONTECRISTO
Registration Number:	2594564	MONTECRISTO
Registration Number:	2623858	MONTECRISTO
Registration Number:	4260181	MONTECRISTO
Registration Number:	2855557	MONTECRISTO
Registration Number:	2396980	MONTECRISTO
Registration Number:	3897792	MONTECRISTO
Registration Number:	3947902	MONTECRISTO
Registration Number:	2872359	MONTECRISTO CASINO
Registration Number:	3794996	MONTECRISTO CLASSIC COLLECTION
Registration Number:	3679724	MONTECRISTO CUP
Registration Number:	5256903	MONTECRISTO DEVOTION
Registration Number:	3759106	MONTECRISTO OPEN
Registration Number:	7176940	MONTECRISTO SIGNATURE
Registration Number:	4773311	MONTECRISTO SOCIAL CLUB
Registration Number:	3894193	MONTECUBA
Registration Number:	4881912	MSC
Registration Number:	5716263	MY CASA REWARDS
Registration Number:	6775677	ORACLE
Registration Number:	2862913	POR LARRANAGA
Registration Number:	1133823	POR LARRANAGA
Registration Number:	2866858	POR LARRANAGA

Property Type	Number	Word Mark
Registration Number:	0277131	POR LARRANAGA
Registration Number:	0277130	POR LARRANAGA MARCA INDEPENDIENTE DE TAB
Registration Number:	5106253	REVERENCE
Registration Number:	1455670	
Registration Number:	4657339	THE BANKER H. UPMANN
Registration Number:	4941640	UPMANN

**CORRESPONDENCE DATA**

Fax Number: 2393012215  
*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: 239-330-9000  
Email: uspto@gandb.com  
Correspondent Name: Charles W. Grimes; GRIMES LLC  
Address Line 1: 8890 Terrene Court, #102  
Address Line 4: Bonita Springs, FLORIDA 34135

NAME OF SUBMITTER:	Russell D. Dize
SIGNATURE:	/Russell D. Dize/
DATE SIGNED:	12/07/2023

**Total Attachments: 6**  
source=CCB Assignment of U.S. Trademarks and Goodwill\_Executed 12.6.23#page1.tif  
source=CCB Assignment of U.S. Trademarks and Goodwill\_Executed 12.6.23#page2.tif  
source=CCB Assignment of U.S. Trademarks and Goodwill\_Executed 12.6.23#page3.tif  
source=CCB Assignment of U.S. Trademarks and Goodwill\_Executed 12.6.23#page4.tif  
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source=CCB Assignment of U.S. Trademarks and Goodwill\_Executed 12.6.23#page6.tif

ASSIGNMENT (U.S.)

WHEREAS, Cuban Cigar Brands B.V. ("CCB"), a Curacao limited company, located at 5900 North Andrews Avenue, Suite 600, Fort Lauderdale, Florida 33309, is the owner of all right, title and interest in and to the sixty-three (63) trademarks and the associated U.S. registrations identified in the five (5) pages which are attached hereto and, by this reference, expressly incorporated herein (collectively the "CCB Trademarks"), together with the goodwill of CCB's business in the U.S. symbolized thereby;

WHEREAS, CCB wishes to assign and AUSA Premium Cigar Holdings Inc. ("AUSA"), a Delaware corporation, located at 5900 North Andrews Avenue, Suite 600, Fort Lauderdale, Florida 33309, wishes to acquire the CCB Trademarks together with the goodwill of the business of CCB in the U.S. symbolized thereby;

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. CCB hereby assigns unto AUSA, effective as of the date of execution of this document, all of CCB's rights, title and interest in and to the CCB Trademarks, together with the goodwill of CCB's business in the U.S. symbolized thereby.
2. CCB hereby also assigns unto AUSA, effective as of the date of execution of this document, all of CCB's right to sue for and to receive damages accruing from infringement of the CCB Trademarks in the U.S.
3. CCB agrees that, upon the reasonable request of AUSA, CCB will execute any and all papers or instruments that in the reasonable opinion of AUSA may be necessary or desirable to secure to AUSA the full enjoyment of the rights, title and interest being conveyed by this assignment.

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

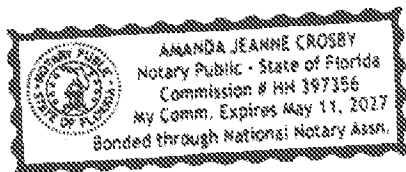
Cuban Cigar Brands, B.V.

By: *Millie Lukose*  
 (Signature)  
 Printed Name: Millie Lukose  
 Title: VP General Counsel  
 Date: December 6, 2023

State of Florida  
County of Broward

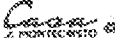

Sworn and subscribed to before me this 6 day of December 2023.


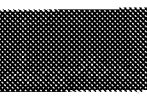




- Signer Personally Known
- Produced Identification






[Seal]

*Amanda Jeanne Crosby*  
 Notary Public Signature



Country	Mark	Mark Image (If Applicable)	Application #	Registration #	Filed Date	Registration Date	Class(es)
USA	CARL UPMANN		86346622	4942079	7/24/2014	4/19/2016	34
USA	CASA DE MONTECRISTO		78600270	3665071	4/1/2005	8/4/2009	34
USA	CASA DE MONTECRISTO		77668889	3791093	2/12/2009	5/18/2010	35
USA	CASA DE MONTECRISTO and Design		88977571	6464810	8/17/2018	8/24/2021	34; 35; 41; 43
USA	CASA DE MONTECRISTO M&G (Stylized/Design)		87975743	5603375	5/20/2016	11/6/2018	35, 41, 43
USA	CASA REWARDS		88895514	6591260	4/30/2020	12/14/2021	35

USA	Cigar Band Design		87164826	5772403	9/8/2016	6/11/2019	34
USA	CLASSIC COLLECTION		78554795	3681480	1/27/2005	9/8/2009	34
USA	CONDE		85920420	4610669	5/1/2013	9/23/2014	34
USA	CONNOISSEUR EDITION (NEW YORK) (STYLIZED & DESIGN)		85899062	4528152	4/9/2013	5/13/2014	34
USA	CONNOISSEUR EDITION CHICAGO (STYLIZED & DESIGN)		85899014	4528150	4/9/2013	5/13/2014	34
USA	CONNOISSEUR EDITION LAS VEGAS (STYLIZED & DESIGN)		85898966	4528149	4/9/2013	5/13/2014	34
USA	CONNOISSEUR EDITION TEXAS (STYLIZED & DESIGN)		85899039	4528151	4/9/2013	5/13/2014	34
USA	CROSSED SWORD & FLEUR DE LIS DESIGN		73643099	1459466	2/5/1987	9/29/1987	34
USA	DEVOCIÓN		90008346	6521818	6/18/2020	10/12/2021	34
USA	EL CONDE		77764350	4007955	7/19/2009	8/9/2011	34
USA	ESPADA BY MONTECRISTO		85902410	4614578	4/12/2013	9/30/2014	34

USA	ESPADA BY MONTECRISTO ESTOQUE		86604604	4942835	4/21/2015	4/19/2016	34
USA	Fleur de Lis Design		77794156	3805893	7/31/2009	6/22/2010	34
USA	H. UPMANN		76038799	2494136	5/2/2000	10/2/2001	16, 34
USA	H. UPMANN		75357852	2649682	9/16/1997	11/12/2002	20
USA	H. UPMANN		75929621	2435147	2/25/2000	3/13/2001	34
USA	H. UPMANN & SUNBURST DESIGN		71062072	89518	3/9/1912	12/17/1912	34
USA	H. UPMANN APERITIFS		74049377	1874115	4/16/1990	1/17/1995	34
USA	H. UPMANN BANKER INCOT		86783185	5147589	10/9/2015	2/21/2017	34
USA	H. UPMANN HAVOC		85699389	4515443	8/9/2012	4/15/2014	34
USA	H. UPMANN HERMAN'S BATCH		86783204	5286888	10/9/2015	9/12/2017	34
USA	H. UPMANN PAPIIS		88360931	6059970	3/28/2019	5/19/2020	34
USA	JACOPO		85920427	4629401	5/1/2013	10/28/2014	34
USA	MEDIA NOCHE		77196548	3377971	6/4/2007	2/5/2008	34
USA	MEMORIES		77001380	3485483	9/18/2006	8/12/2008	34
USA	MONTE		85909643	4618258	4/19/2013	10/7/2014	34
USA	MONTE CRISTO		79539421	1435633	5/24/1985	4/7/1987	25

USA	MONTE CRISTO		74251737	2236889	3/3/1992	4/6/1999	14, 18, 25
USA	MONTE CRISTO & CROSSED SWORDS DESIGN		71368577	332324	8/22/1935	2/11/1936	34
USA	MONTECRISTO		73160233	1173547	2/27/1978	10/13/1981	34
USA	MONTECRISTO		75467607	2594564	4/14/1998	7/16/2002	33
USA	MONTECRISTO		76220705	2623858	3/5/2001	9/24/2002	42
USA	MONTECRISTO		85452217	4260181	10/20/2011	12/18/2012	14
USA	MONTECRISTO		76427444	2855557	7/3/2002	6/22/2004	30
USA	MONTECRISTO		75602798	2396980	12/10/1998	10/24/2000	26, 34
USA	MONTECRISTO		77743000	3897792	5/22/2009	12/28/2010	35, 41
USA	MONTECRISTO		85124047	3947902	9/7/2010	4/19/2011	16, 28, 34
USA	MONTECRISTO CASINO		76469945	2872359	11/26/2002	8/10/2004	34
USA	MONTECRISTO CLASSIC COLLECTION		78554967	3794996	1/27/2005	5/25/2010	34
USA	MONTECRISTO CUP		77683405	3679724	3/4/2009	9/8/2009	34
USA	MONTECRISTO DEVOTION		86783253	5256903	10/9/2015	8/1/2017	34
USA	MONTECRISTO OPEN		77683365	3759106	3/4/2009	3/9/2010	34
USA	MONTECRISTO SIGNATURE		90793563	7176940	6/24/2021	9/26/2023	34
USA	MONTECRISTO SOCIAL CLUB		85869763	4773311	3/7/2013	7/14/2015	9, 35, 38, 41, 42, 45



USA	MONTECUBA		77223814	3894193	7/6/2007	12/21/2010	34
USA	MSC		85869757	4881912	3/7/2013	1/5/2016	9, 35, 38, 41, 42, 45
USA	MY CASA REWARDS		87402809	5716263	4/7/2017	4/2/2019	35
USA	ORACLE		90159743	6775677	9/4/2020	6/28/2022	34
USA	POR LARRANAGA		78281196	2862913	7/30/2003	7/13/2004	34
USA	POR LARRANAGA		73167346	1133823	4/21/1979	4/22/1980	34
USA	POR LARRANAGA & DESIGN		78281267	2866858	7/31/2003	7/27/2004	34
USA	POR LARRANAGA & DESIGN		71260592	277131	1/24/1928	11/4/1930	34
USA	POR LARRANAGA & MEDALS DESIGN		71260593	277130	1/24/1928	11/4/1930	34
USA	REVERENCE		86780431	5106253	10/7/2015	12/20/2016	34
USA	SUNBURST DESIGN		73634063	1455670	12/8/1986	9/1/1987	34
USA	THE BANKER H. LPMANN		86066764	4857339	9/17/2013	12/16/2014	34
USA	LPMANN		85762318	4941640	10/24/2012	4/19/2016	34