

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|----------------------------------|--|-----------------------|-------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| MURRAY, SONS & COMPANY LIMITED | | 04/30/2007 | COMPANY: UNITED KINGDOM |
| RECEIVING PARTY DATA | | | |
| Name: | ORLIK TOBACCO COMPANY A/S | | |
| Street Address: | Tobaksvej 1 | | |
| City: | Assens | | |
| State/Country: | DENMARK | | |
| Postal Code: | 5610 | | |
| Entity Type: | COMPANY: DENMARK | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 0307914 | ERINMORE | |
| Registration Number: | 2506743 | ERINMORE | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | (202)344-8300 | | |
| | <i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i> | | |
| Phone: | 202 344-4974 | | |
| Email: | trademarkdocket@venable.com | | |
| Correspondent Name: | Janet F. Satterthwaite, Esq. | | |
| Address Line 1: | 575 7th Street NW | | |
| Address Line 4: | Washington, DISTRICT OF COLUMBIA 20043 | | |
| ATTORNEY DOCKET NUMBER: | 39240/246133 ASSIGNFEE | | |
| DOMESTIC REPRESENTATIVE | | | |
| Name: | Janet F. Satterthwaite, Venable LLP | | |
| Address Line 1: | 575 7th Street NW | | |

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Address Line 4: Washington, DISTRICT OF COLUMBIA 20043

NAME OF SUBMITTER:

Janet F. Satterthwaite

Signature:

/Janet F. Satterthwaite/

Date:

09/07/2007

Total Attachments: 2

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UNITED STATES OF AMERICA

THIS ASSIGNMENT is made the 30th day of April Two Thousand and Seven

BETWEEN:-

- (1) **MURRAY, SONS & COMPANY LIMITED**, a company organised and existing under the laws of Northern Ireland, whose registered office is at 212 - 218 Upper Newtownards Road, Belfast BT4 3ET, Northern Ireland (hereinafter called "the Assignor") of the one part, and
- (2) **ORLIK TOBACCO COMPANY A/S**, a company organised and existing under the laws of Denmark, whose registered office is at Tobaksvej 1, 5610 Assens, Denmark (hereinafter called "the Assignee") of the other part.

WHEREAS:

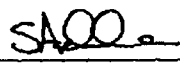
- (A) The Assignor is the registered proprietor in the **UNITED STATES OF AMERICA** of the Trade Marks, short particulars of which are set out in the Schedule attached hereto (hereinafter called "the Trade Mark Registrations"), and
- (B) The Assignor has agreed with the Assignee for the sale and transfer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

NOW THIS ASSIGNMENT WITNESSES as follows:


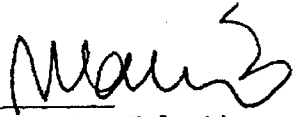
In consideration of the sum of €100 (One Hundred Euros) paid by the Assignee to the Assignor (the receipt whereof is hereby acknowledged) the Assignor **HEREBY ASSIGNS** unto the Assignee all its right, title and interest in and to the Trade Mark Registrations **TOGETHER WITH** the goodwill of the business attaching thereto **TO HOLD** the same unto and to the use of the Assignee its successors and assigns absolutely.

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
MURRAY, SONS & COMPANY LIMITED
by:


Name: Stuart Paul Aitchison
Title: Authorised Attorney

SIGNED for and on behalf of
ORLIK TOBACCO COMPANY A/S
by:

 
Name: Tom Friis-Mikkelsen Mette Valentin
Title: Company Lawyer Company Lawyer

SCHEDULE

Mark

Registration No.

ERINMORE (Word)

307914

ERINMORE (Word & Device)

2,506,743