

Form PTO-1594 (Rev. 12-11)
OMB Collection 0651-0027 (exp. 0

08/15/2013

U.S. DEPARTMENT OF COMMERCE
United States Patent and Trademark Office



ET

103661191

To the Director of the U. S. Patent and Trademark Office

documents or the new address(es) below.

MRD 7/25/13

1. Name of conveying party(ies):

Belcorp NC, INC

- Individual(s)
- Partnership
- Corporation- State: North Carolina
- Other
- Association
- Limited Partnership

Citizenship (see guidelines)

Additional names of conveying parties attached? Yes No

3. Nature of conveyance/Execution Date(s) :

Execution Date(s) 6-26-2013

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: J & E Holdings, Corp.

Street Address: 8455 N West 74 Street

City: Miami

State: FL

Country: USA Zip: 33166

- Individual(s) Citizenship
- Association Citizenship
- Partnership Citizenship
- Limited Partnership Citizenship
- Corporation Citizenship Florida
- Other Citizenship

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) Text

B. Trademark Registration No.(s)

3053593

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

HEAT

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Rhonda A. Anderson

Internal Address:

Street Address: 2655 LeJeune Road, Suite 540

City: Miami

State: Florida Zip: 33134

Phone Number: 305-567-3004

Docket Number:

Email Address: randersonlaw@gmail.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

Deposit Account Number KNGHYFEN1 00000042 3053593

Authorized User Name 103661191 40.00 OP

9. Signature:

Signature
Rhonda A. Anderson, Esq.
Name of Person Signing

7/23/13

Date

Total number of pages including cover sheet, attachments, and document: 2

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Branch, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

**ASSIGNMENT IN THE UNITED STATES OF TRADEMARK HEAT,
REGISTRATION NUMBER 3053593 FOR TOBACCO PRODUCTS**

WHEREAS, BELCORP NC INC., a corporation duly organized in the State of North Carolina, (hereinafter "Assignor") is the owner of and has used the trademark HEAT (hereinafter referred to as "the said mark"), registered in the United States Patent and Trademark Office under Registration No. 3053593, (Serial No. 78456141) on January 31, 2006, and

WHEREAS, J & E HOLDINGS, CORP., a corporation duly organized in the State of Florida whose mailing address is 8455 N. West 74 Street, Miami, FL 33166 (hereinafter "Assignee") is desirous of acquiring any and all rights that Assignor may have in and to the said mark and the registration therefor in the United States together with the goodwill of the business in connection with which the said mark is used and which is symbolized by the said mark, along with the right to recover for damage and profits for past infringements thereof;

WHEREAS, the Assignee acknowledges and agrees that the Assignor does not warrant, provide assurances and/or otherwise indemnify the Assignee for any claims that may exist against the said mark or warrant or provide assurance that the said mark or products bearing the said mark may be certified for sale in any State in the United States. The Assignee further acknowledges and agrees that said mark is only registered as a trademark in the United States, and that the Assignor makes no representation, or otherwise warrant or provide assurance that the said mark may be registered in any other country, state or territory.

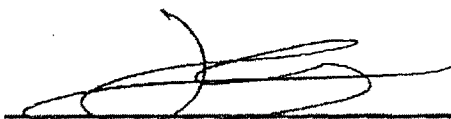
NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the said Mark and the registration therefor for the United States and throughout the world together with the goodwill of the business in connection with which the said mark is used and which is symbolized by the said mark, along with the right to recover for damages and profits for past infringements thereof.

Assignor agrees to execute and deliver at the request of the Assignees, all papers, instruments and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all Assignor's rights, title, and interest in and to the said mark in the Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by the Assignee, to the extent such evidence is in the possession or control of Assignor.

IN WITNESS WHEREOF, ASSIGNOR has duly executed and delivered this Assignment, as of the 26 day of June 2013, and ASSIGNEE has duly executed and delivered this Assignment, as of the 26 day of June, 2013.

Assignee:

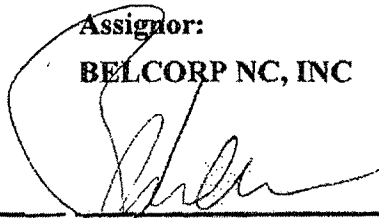
J & E HOLDINGS, CORP.



Jose Espinosa, Vice President

Assignor:

BELCORP NC, INC



Rhonda A. Anderson as authorized agent
pursuant to Power of Attorney executed on
January 27, 2012 by Roberto Riceiri Ribeiro,
President of Belcorp NC, Inc.