TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM321045

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
C.A.T. Tobacco Corp.		09/10/2014	COMPANY: FLORIDA

RECEIVING PARTY DATA

Name:	General Cigar Co. Inc.
Street Address:	10900 Nuckols Road, Suite 100
City:	Glen Allen
State/Country:	VIRGINIA
Postal Code:	23060
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	4013264	BRIGADE BY CARLOS TORAÑO
Registration Number:	2064589	CARLOS TORAÑO
Registration Number:	2136299	GRAND NICA
Registration Number:	4057007	LOYAL
Registration Number:	3915107	MASTER BY CARLOS TORAÑO
Registration Number:	2219425	NOSTALGIA
Registration Number:	4262133	SALUTEM
Registration Number:	3912206	SINGLE REGION
Registration Number:	2926751	SWEET NOSTALGIA
Registration Number:	4381857	TRIBUTE
Registration Number:	4096605	VAULT
Registration Number:	1538691	VUELTABAJO
Serial Number:	86365746	THE BRICK

OP $340.00 4013264

CORRESPONDENCE DATA

Fax Number: +72207103

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.

Email: hanne.malling@st-group.com

Correspondent Name: Hanne Malling

Address Line 1: Sydmarken 42

Address Line 4:	Soeborg, DENMARK 2860
ATTORNEY DOCKET NUMBER:	HAM/GCC/TORANO
NAME OF SUBMITTER:	Hanne Malling
SIGNATURE:	/Hanne Malling/
DATE SIGNED:	10/24/2014

Total Attachments: 2
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UNITED STATES OF AMERICA

THIS ASSIGNMENT is entered on the 10 of September 2014

BETWEEN:-

1) **C.A.T. Tobacco Corp.**, a company organised and existing under the laws of Florida, United States whose registered office is at 7440 SW 50th Terrace # 106, Miami, Florida 33155 (hereinafter called "the Assignor") and

2) **General Cigar Co. Inc.**, a company organised and existing under the laws of Delaware, United States whose registered office is at 10900 Nuckols road, Suite 100, Glen Allen, Virginia 23060 (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:

For good and valuable consideration (the receipt and sufficiency of which is hereby acknowledged) the Assignor **HEREBY ASSIGNS** unto the Assignee all its right, title and interest in and to the Trademarks **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
C.A.T. Tobacco Corp.
by: Carlos O. Torres
President

SIGNED for and on behalf of
General Cigar Co., Inc.
by:

SCHEDULE

	Status	No.	Trademark
1.	Registration	4013264	BRIGADE BY CARLOS TORAÑO
2.	Registration	2064589	CARLOS TORAÑO
3.	Registration	2136299	GRAND NICA
4.	Registration	4057007	LOYAL
5.	Registration	3915107	MASTER BY CARLOS TORAÑO
6.	Registration	2219425	NOSTALGIA
7.	Registration	4262133	SALUTEM
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11.	Registration	4096605	VAULT
12.	Registration	1538691	VUELTABAJO
13.	Serial	86365746	THE BRICK