

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM583447

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
S&M Brands, Inc.		06/20/2020	Corporation: VIRGINIA
RECEIVING PARTY DATA			
Name:	Altria Client Services LLC		
Street Address:	6601 West Broad Street		
City:	Richmond		
State/Country:	VIRGINIA		
Postal Code:	23230		
Entity Type:	Limited Liability Company: VIRGINIA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3509399	TAHOE	
Registration Number:	5055098	TAHOE	
Registration Number:	2443488	TAHOE	
CORRESPONDENCE DATA			
Fax Number:			
<i>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.</i>			
Email:	trademarkgroup@altria.com		
Correspondent Name:	Robyn Ettricks		
Address Line 1:	601 East Jackson Street		
Address Line 4:	Richmond, VIRGINIA 23219		
NAME OF SUBMITTER:	Robyn Ettricks		
SIGNATURE:	/Robyn Ettricks/		
DATE SIGNED:	06/29/2020		
Total Attachments: 3			
source=S&M Brands Trademark Assignment (TAHOE) executed#page1.tif			
source=S&M Brands Trademark Assignment (TAHOE) executed#page2.tif			
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OP \$90.00 3509399

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT ("Assignment"), effective as of June 1st 2020 (the "Effective Date"), is entered into by and between S&M Brands, Inc., a Virginia corporation ("Assignor"), and Altria Client Services LLC, a Virginia limited liability company ("Assignee").

WHEREAS, Assignor has adopted and uses the marks identified in Exhibit A (the "Marks");

WHEREAS, Assignor owns all right, title and interest in and to the Marks as well as the applications and/or registrations for those marks identified in Exhibit A (the "Applications and Registrations");

WHEREAS, Assignor desires to assign to Assignee all of Assignor's rights in and to the Marks and the Applications and Registrations; and

WHEREAS, Assignee desires to obtain from Assignor all of Assignor's rights in and to the Marks and the Applications and Registrations;

NOW, THEREFORE, in consideration of the premises set forth above and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. Assignment. Assignor hereby sells, assigns, transfers, sets over, and delivers to Assignee Assignor's entire right, title and interest in and to the Marks and the Applications and Registrations and all associated goodwill, the same to be held and enjoyed by Assignee, its successors, legal representatives, and assigns, together with income, royalties, damages, or payments due in relation thereto, including, without limitation, all claims for damages or payments by reason of infringement, misappropriation, or unauthorized use by another, along with the right to sue for past infringements and collect same for Assignee's sole use and enjoyment.

2. Recordation; Further Assistance. Assignor authorizes and requests that the United States Patent and Trademark Office and other applicable trademark offices record this Assignment and record the Marks and the Applications and Registrations as the property of Assignee, its successors, legal representatives, and assigns in accordance with the terms of this Assignment. Upon the request of Assignee, Assignor will provide reasonable assistance to Assignee, including the execution of other instruments and documents, to secure perfect, effectuate, and record the transfer of the Marks and the Applications and Registrations to Assignee.

[Signature Page Follows]

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed on the date(s) set forth below, but effective as of the Effective Date written above.

ASSIGNOR:

S&M BRANDS, INC.

By: [Signature]
Name: Steven A. Bailey
Title: President
Date: 6.20.20

ASSIGNEE:

ALTRIA CLIENT SERVICES LLC

By: [Signature]
Name: Darren C. Broughton
Title: VP + Associate General Counsel
Date: 6.16.20

EXHIBIT A

MARKS AND APPLICATIONS/REGISTRATIONS

<u>MARK</u>	<u>APP./REG. NO.</u>	<u>JURISDICTION</u>
1. TAHOE	3,509,399	US
2. TAHOE	5,055,098	US
3. TAHOE	2,443,488	US
4. TAHOE	TMA642,546	Canada