

06-02-1999

Express Mail No.: EM 490 492 837 US

FORM PTO-1594  
1-31-92



IT

U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

5.25.99

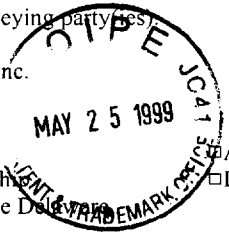
101053147

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.  
Box Assignment, Washington, DC 20231

1. Name of conveying party(ies)  
GCOMM Co., Inc.

Individual(s)  
 General Partnership  
 Corporation-State Delaware  
 Other

Additional name(s) of conveying party(ies) attached?  Yes  No



2. Name and address of receiving party(ies):  
Name: P.T.C. Brands, Inc.  
Internal Address: Concord Plaza  
Street Address: 3411 Silverside Road, 204B Springer Building  
City Wilmington State DE ZIP 19810

3. Nature of conveyance:  
 Assignment  
 Security Agreement  
 Other

Merger  
 Change of Name

Execution Date: April 30, 1999

Individual(s) citizenship  
 Association  
 General Partnership  
 Limited Partnership  
 Corporation-State Delaware  
 Other

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designation must be a separate document from Assignment)  
Additional name(s) & address(es) attached?  Yes  No

4. Application number(s) or registration number(s):  
A. Trademark Application No.(s) \_\_\_\_\_  
Additional numbers attached?  Yes  No

B. Trademark registration No.(s) See attached Schedule A

5. Name and address of party to whom correspondence concerning document should be mailed:  
  
PENNIE & EDMONDS L.P.  
1155 Avenue of the Americas  
New York, NY 10036  
  
Attn.: Joseph Diamante, Esq.  
  
File No.: 3057-110-999

6. Total number of applications and registrations involved: 31

7. Total fee (37 CFR 3.41):.....\$ 790.00  
Please charge to the deposit account listed in Section 8.

8. Deposit account number:  
16-1150

DO NOT USE THIS SPACE

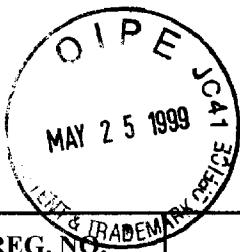
9. Statement and signature.  
*To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.*

Joseph Diamante Name of Person Signing      Reg. No. \_\_\_\_\_      [Signature] Signature      May 25, 1999 Date

Total number of pages comprising cover sheet: 8

Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patents & Trademarks, Box Assignment  
Washington, D.C. 20231

06/01/1999 09H09Z7 00000067 161150 165/93  
01 FC:481 40.00 CH  
02 FC:48E 750.00 CH



SCHEDULE A

U.S. TRADEMARK REGISTRATIONS

<u>REG. NO.</u>	<u>TRADEMARK</u>	<u>REGISTRATION DATE</u>
165753	BOBBIE AND DESIGN	3/20/23
853060	BRAVADOS	7/23/68
854524	BRAVURA	8/13/68
118351	CHESTERFIELD CIGARS (AND DESIGN)	8/28/17
551686	CRYSTALS	12/4/51
801693	CUSTOMROLD AND NEW DESIGN	1/11/66
1158298	DESIGN ONLY-MALE PORTRAIT	6/23/81
1158297	DESIGN ONLY-MALE PORTRAIT	6/23/81
1631056	ENGLISH CORONAS	1/8/91
861883	GALLANTES	12/17/68
1043719	GRAN CORONA	7/13/76
1011679	GRAN PREMIO	5/27/75
126161	LADDIES	7/29/19
854010	RANCHEROS	8/6/68
1215166	RANGER	11/2/82
833575	RILLO	8/15/67
682769	ROBT. BURNS	8/4/59
682770	ROBT. BURNS (DESIGN ONLY)	8/4/59
687768	ROBT. BURNS (STYLIZED LETTERS)	8/4/59
923728	TIJUANA SMALLS	11/16/71
730298	TIPARILLO	4/24/62
884464	TIPAROMA	1/20/70
1138520	VALUE LINE	8/5/80
682771	VAN DYCK	8/4/59

NY2 - 961228.1

<u>REG. NO.</u>	<u>TRADEMARK</u>	<u>REGISTRATION DATE</u>
683560	WHITE OWL	8/18/59
682767	WHITE OWL & DESIGN	8/4/59
150823	WHITE OWL BRAND GENERAL CIGAR CO. INC. & DESIGN	1/10/22
779753	WHITE OWL DESIGN	11/10/64
772134	WILLOWS	6/30/64
1710843	WINKS	8/25/92
682766	WM. PENN	8/4/59

NY2 - 961228.1

## ASSIGNMENT

WHEREAS, GCOMM CO., INC., a corporation organized and existing under the laws of the State of Delaware, United States of America, (hereinafter "Assignor"), is the owner of Mass-Market Trademarks, which are the trademark registrations and applications filed with the United States Patent and Trademark Office that are identified and set forth in Schedule A attached hereto (hereinafter "Mass-Market Trademarks");

WHEREAS, P.T.C. BRANDS, INC., a corporation organized and existing under the laws of the State of Delaware, United States of America, (hereinafter "Assignee"), is desirous of acquiring the said Mass-Market Trademarks together with the goodwill of the business associated with or symbolized by said Mass-Market Trademarks;

NOW, THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, the said Assignor does hereby sell, assign, and transfer unto the said Assignee, all of Assignor's right, title and interest in and to the said Mass-Market Trademarks, whether registered or unregistered and any common law rights thereto, together with the goodwill of the business associated with or symbolized by said Mass-Market Trademarks, together with all rights for recovery for past infringements thereof, if any, and the registrations therefor identified in Schedule A hereto.

Assignee hereby acknowledges that Assignor is not making any representation or warranty with respect to the Mass-Market Trademarks being conveyed hereby except as specifically set forth in the Asset Purchase Agreement, dated as of March 26, 1999, between Assignor and Assignee's respective affiliated companies General Cigar Co., Inc. and Swedish Match North America Inc.

Assignor agrees to execute all such other documents as may be reasonably needed to establish Assignee as the record owner of the Mass-Market Trademarks.

NY2 - 954715.2

This Assignment shall be construed, interpreted and the rights of the parties determined in accordance with the laws of the State of New York (without reference to the choice of law provisions of New York law).

IN WITNESS WHEREOF, the said Assignor has executed this document this 29<sup>th</sup> day of April, 1999.

GCOMM CO., INC.

By:

A. Ross Wollen

Title:

Secretary

Name:

A. Ross Wollen

STATE OF New York,  
COUNTY OF New York, ss.:

On this 29<sup>th</sup> day of April, 1999 there appeared before me A. Ross Wollen, personally known to me, who acknowledged that he/she signed the foregoing Assignment as his/her voluntary act and deed on behalf and with full authority of GCOMM CO., INC.

Barbara Fendrich  
Notary Public

**BARBARA FENDRICH**  
Notary Public, State of New York  
No. 01FE6015658  
Qualified in Kings County  
Commission Expires 11/02/2000

NY2 - 954715.2

TRADEMARK  
REEL: 001905 FRAME: 0125

1999.

P.T.C. BRANDS, INC.

By: *L. J. Freeman*

Title: *President*

Name: *Lennart Freeman*

STATE OF *New York* )  
COUNTY OF *New York* ) ss.:

On this *30<sup>th</sup>* day of *April*, 1999 there appeared before me *LENNART FREEMAN*, personally known to me, who acknowledged that he/she signed the foregoing Assignment as his/her voluntary act and deed on behalf and with full authority of *P.T.C. BRANDS, INC.*

*Doris Caputo*  
Notary Public

DORIS CAPUTO  
Notary Public, State of New York  
No. 24-4932032  
Qualified in Kings County  
Certificate Filed in New York County  
Commission Expires May 31, 1999