

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT
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<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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**CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
BANC ENTERPRISES CORPORATION		08/09/2004	CORPORATION: NEVADA

**RECEIVING PARTY DATA**

<b>Name:</b>	NEW CENTURY TOBACCO GROUP, LLC
<b>Street Address:</b>	11901 NW 27th Street
<b>Internal Address:</b>	Suite 210
<b>City:</b>	Miami
<b>State/Country:</b>	FLORIDA
<b>Postal Code:</b>	33172
<b>Entity Type:</b>	CORPORATION: FLORIDA

**PROPERTY NUMBERS Total: 1**

Property Type	Number	Word Mark
Serial Number:	78272490	TRAFFIC

**CORRESPONDENCE DATA**

Fax Number: (703)685-0573  
*Correspondence will be sent via US Mail when the fax attempt is unsuccessful.*  
 Phone: 703-521-2297  
 Email: embon@young-thompson.com  
 Correspondent Name: Young & Thompson  
 Address Line 1: 745 South 23rd Street  
 Address Line 2: Suite 200  
 Address Line 4: Arlington, VIRGINIA 22202

<b>ATTORNEY DOCKET NUMBER:</b>	5547-1004
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<b>NAME OF SUBMITTER:</b>	Mark Lebow
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Total Attachments: 1  
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CH \$40.00 78272490

ASSIGNMENT

Whereas BANC ENTERPRISES CORPORATION, with offices located at 5455 Wilshire Blvd. Suite 701, Los Angeles, California 90036, is the owner of the mark "TRAFFIC" as shown and depicted in U.S. Application Serial No. 78/272,490; and

Whereas NEW CENTURY TOBACCO GROUP, LLC, successor to the business of BANC ENTERPRISES CORPORATION whose business is ongoing and existing, or that portion of the business to which the mark pertains, with offices located at 11901 NW 27th Street, Suite 210, Miami, Florida 33172, is desirous of acquiring said mark, application and resulting registration;

Now, therefore, in consideration of \$10.00 and for other good and valuable consideration, receipt of which is hereby acknowledged, said BANC ENTERPRISES CORPORATION does hereby assign unto the said NEW CENTURY TOBACCO GROUP, LLC all rights, title and interest in and to the said mark and application, together with the good will of the business symbolized by the mark, and the resulting registration to be obtained therefore.

  
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Signature of BANC ENTERPRISES CORPORATION Officer

Roberto Robins - President  
\_\_\_\_\_  
Printed name and Title

08/09/04  
\_\_\_\_\_  
Date