

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
KING EDWARD TECHNOLOGY, INC.		12/28/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	SWISHER INTERNATIONAL, INC.
Street Address:	459 East 16th Street
City:	Jacksonville
State/Country:	FLORIDA
Postal Code:	32206
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 122

Property Type	Number	Word Mark
Registration Number:	0088169	LA DILIGENCIA DE M.Y G.
Registration Number:	0207484	BLACKSTONE
Registration Number:	0219035	KING EDWARD THE SEVENTH
Registration Number:	0274834	
Registration Number:	0317621	S A SANTA FE SINCE 1887
Registration Number:	0343162	S & S
Registration Number:	0346533	
Registration Number:	0360430	KING EDWARD MILD TOBACCOS S & S
Registration Number:	0370307	PATTIES
Registration Number:	0396981	SANTA FE
Registration Number:	0444356	SOLITAIRE
Registration Number:	0501654	CASA MARINA
Registration Number:	0501855	MAIL POUCH RIBBON CUT CHEWING TOBACCO

OP \$3065.00 0088169

Registration Number:	0502027	MAIL POUCH
Registration Number:	0502033	SANTA FE CHIEF
Registration Number:	0502168	EIGHT BROTHERS
Registration Number:	0502169	TRUMPS
Registration Number:	0506972	WHALEN
Registration Number:	0506973	OB JOYFUL
Registration Number:	0510619	BONUS
Registration Number:	0512431	SA SANTA FE HIGH GRADE
Registration Number:	0519081	SOCIETY
Registration Number:	0519082	THREE THISTLES
Registration Number:	0522537	SANTA FE HIGH GRADE AS
Registration Number:	0527177	LADIES' CHOICE
Registration Number:	0528456	RIALTO
Registration Number:	0562934	SUPERIOR G
Registration Number:	0567290	SQUARE
Registration Number:	0569848	NAVY
Registration Number:	0573096	RAILROAD MILLS
Registration Number:	0577985	DIXIE MAID HIGH GRADE CIGAR OF QUALITY
Registration Number:	0577986	ROYAL GOLD
Registration Number:	0578393	CHECKERBERRY
Registration Number:	0578395	STRAWBERRY
Registration Number:	0578396	WILD CHERRY
Registration Number:	0586551	POM POM OPERAS QUALITY CIGARS OPERAS
Registration Number:	0604727	KING EDWARD THE SEVENTH
Registration Number:	0604728	KING EDWARD THE SEVENTH
Registration Number:	0622033	EL TRELLES
Registration Number:	0622034	
Registration Number:	0622036	KEEP MOVING
Registration Number:	0651960	BACCHANTE HABANA
Registration Number:	0664294	TUB
Registration Number:	0665637	SILVER CUP
Registration Number:	0735560	SWISHER SWEETS
Registration Number:	0739649	TREAT YOURSELF TO THE BEST
Registration Number:	0751157	BESTOVAL
Registration Number:	0751159	HAMILTON-HARRIS & CO.'S HOME MADE

Registration Number:	0754476	EL TRELLES
Registration Number:	0754477	SCHERMERHORN'S FLAKE MIXTURE
Registration Number:	0754478	SCHERMERHORN'S
Registration Number:	0754479	SCHERMERHORN'S
Registration Number:	0763778	FUTURA
Registration Number:	0787048	DIXIE
Registration Number:	0789564	UNIVERSAL
Registration Number:	0791300	MIRAMAR
Registration Number:	0794683	OPTIMO
Registration Number:	0812412	BOLERO
Registration Number:	0821040	
Registration Number:	0826754	SMS
Registration Number:	0834598	SANTAELLAS
Registration Number:	0834600	OLYMPIA
Registration Number:	0834974	THORA
Registration Number:	0835375	KING EDWARD
Registration Number:	0840774	77
Registration Number:	0842741	ULTIMA
Registration Number:	0847284	CAMARO
Registration Number:	0850888	EPOCA
Registration Number:	0868126	SANTA FE
Registration Number:	0897243	AS YOU LIKE IT
Registration Number:	0987210	JACKSON'S APPLEJACK
Registration Number:	0992974	R.G. SULLIVAN'S DEXTER
Registration Number:	1059528	DON JULIO
Registration Number:	1089403	L-D LA DILIGENCIA CALLE DE SAN MIGUEL
Registration Number:	1098309	BRINDLEY'S
Registration Number:	1107484	CHATTANOOGA CHEW
Registration Number:	1178412	GOLD RIVER
Registration Number:	1179453	SILVER CREEK
Registration Number:	1282752	REDWOOD
Registration Number:	1346967	CIGAR BAR
Registration Number:	1363661	COOPER
Registration Number:	1401491	LANCASTER LIMITED-RESERVE CHEWING-TOBACCO
Registration Number:	1547631	COUNTRY BLEND

Registration Number:	1654065	MAIL POUCH SELECT CHEWING TOBACCO
Registration Number:	1693471	KING EDWARD DIAMONDS
Registration Number:	1712068	BUTTERCUP
Registration Number:	1724105	STARBRITE
Registration Number:	1726093	HONEY BEE
Registration Number:	1729732	SWISHER SWEETS
Registration Number:	1759228	OUTLAWS
Registration Number:	1792861	SWISHER INTERNATIONAL, INC.
Registration Number:	1836338	STARR VALUE
Registration Number:	1890652	SUPERIOR VALUE
Registration Number:	1908708	SWISHER
Registration Number:	1957231	HELME
Registration Number:	1967254	BOWIE
Registration Number:	2037216	EARL CAULFIELD'S
Registration Number:	2058311	SABROSO
Registration Number:	2070971	SUPERIOR VALUE
Registration Number:	2170830	TIBURON
Registration Number:	2231235	MACBETH
Registration Number:	2232161	LA INTIMIDAD
Registration Number:	2241236	OPTIMO BRIGADIER
Registration Number:	2314877	KAYAK
Registration Number:	2326580	
Registration Number:	2513741	SIGLO
Registration Number:	2596339	SMOKE SHOP DIRECT
Registration Number:	2648589	SMOKE SHOP DIRECT
Registration Number:	2658136	CREEK
Registration Number:	2778554	SILVERADO
Registration Number:	2923061	HUNTER
Registration Number:	2930508	HALLMARK
Registration Number:	3088359	SWISHER SWEETIES
Registration Number:	3088796	VIEJA TRADICION
Registration Number:	3146672	TRADICION VIEJA
Serial Number:	77070229	FUTURA
Serial Number:	78424293	REDWOOD GOOD TO THE LAST DIP
Serial Number:	78424359	CASINO GOLD

Serial Number:	78913635	LA DILIGENCIA
Registration Number:	1470891	JUDD
Registration Number:	2160721	SANTIAGO SILK
Registration Number:	2555144	CHIEF

CORRESPONDENCE DATA

Fax Number: (212)661-8002
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: 2126618000
Email: INFO@MLMPATENT.US
Correspondent Name: Donald C. Lucas
Address Line 1: 475 Park Avenue South
Address Line 2: 15th Floor
Address Line 4: New York, NEW YORK 10016

ATTORNEY DOCKET NUMBER:	SWISHER
NAME OF SUBMITTER:	DONALD C. LUCAS
Signature:	/DCL/
Date:	12/29/2006

Total Attachments: 8
source=ASSIGNMENT_WITH_SCHEDULE#page1.tif
source=ASSIGNMENT_WITH_SCHEDULE#page2.tif
source=ASSIGNMENT_WITH_SCHEDULE#page3.tif
source=ASSIGNMENT_WITH_SCHEDULE#page4.tif
source=ASSIGNMENT_WITH_SCHEDULE#page5.tif
source=ASSIGNMENT_WITH_SCHEDULE#page6.tif
source=ASSIGNMENT_WITH_SCHEDULE#page7.tif
source=ASSIGNMENT_WITH_SCHEDULE#page8.tif

TRADEMARK ASSIGNMENT

WHEREAS, KING EDWARD TECHNOLOGY, INC., a corporation of the State of Delaware, having its principal place of business at 1105 North Market Street, Suite 1330, Wilmington, Delaware 19801 (hereinafter ASSIGNOR) is the owner of the trademarks, respective trademark applications and respective trademark registrations thereof listed in Schedule attached hereto and the goodwill of the business symbolized by the said trademarks; and

WHEREAS, SWISHER INTERNATIONAL, INC., a corporation of the State of Delaware, having its principal place of business at 459 East 16th Street, Jacksonville, Florida 32206 (hereinafter ASSIGNEE), is desirous of acquiring said trademark including said applications and registrations thereof along with the goodwill of the business pertaining thereto.

NOW, THEREFORE, in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR does hereby assign unto ASSIGNEE all right, title and interest in and to said trademarks, respective trademark applications and trademark registrations thereof, together with the goodwill of the


business symbolized by said trademarks, the same to be held and enjoyed by the ASSIGNEE for its own use and benefit and for the use and benefit of its successors and assignees, together with the right to all claims and damages or compensation by reason of past infringement of said trademark, and respective trademark application thereof with the right to sue for and collect the same.

ASSIGNOR agrees to execute and deliver at the request of the ASSIGNEE, all paper, instruments, and assignments, to perform any other reasonable acts the ASSIGNEE may require in order to vest all ASSIGNOR's right, 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 the ASSIGNOR.

KING EDWARD TECHNOLOGY, INC.

Dated:

By:


Name: RALPH CORADANTI
Title: VICE PRESIDENT

12-28-06

SCHEDULE

Trademark	Reg. No.	Dated
LA DILIGENCIA Label	88,169	09/03/12
BLACKSTONE	207,484	01/05/26
KING EDWARD THE SEVENTH & Portrait	219,035	10/12/26
Portrait Design	274,834	09/09/30
SANTA FE & Design	317,621	10/02/34
S & S	343,162	02/09/37
Label Design	346,533	06/01/37
KING EDWARD S&S Label Design	360,430	09/20/38
PATTIES & Design	370,307	08/22/39
SANTA FE	396,981	08/11/42
SOLITAIRE	444,356	12/12/50
CASA MARINA & Design	501,654	08/17/48
MAIL POUCH & Design	501,855	08/24/48
MAIL POUCH (Stylized)	502,027	09/07/48
SANTA FE CHIEF	502,033	09/07/48
EIGHT BROTHERS (Stylized)	502,168	09/14/48
TRUMPS (Stylized)	502,169	09/14/48
WHALEN	506,972	02/22/49
O.B. JOYFUL (Stylized)	506,973	02/22/49
BONUS	510,619	06/07/49
SANTA FE HIGH GRADE & Design	512,431	07/19/49
SOCIETY (Stylized)	519,081	12/20/49
THREE THISTLES	519,082	12/20/49

SCHEDULE

SANTA FE HIGH GRADE & Design	522,537	03/21/50
LADIES CHOICE (Stylized)	527,177	07/04/50
RIALTO	528,456	08/01/50
SUPERIOR G & Design	562,934	08/19/52
SQUARE & Design	567,290	12/02/52
NAVY	569,848	02/03/53
RAILROAD MILLS	573,096	04/14/53
DIXIE MAID & Design	577,985	07/28/53
ROYAL GOLD	577,986	07/28/53
CHECKERBERRY (Stylized)	578,393	08/11/53
STRAWBERRY (Stylized)	578,395	08/11/53
WILD CHERRY	578,396	08/11/53
POM POM OPERAS & Design	586,551	03/09/54
KING EDWARD THE SEVENTH & Design	604,727	04/19/55
KING EDWARD THE SEVENTH & Portrait	604,728	04/19/55
EL TRELLES	622,033	02/28/56
Woman Design	622,034	02/28/56
KEEP MOVING	622,036	02/28/56
BACCHANTE & Design	651,960	09/24/57
TUB & Design	664,294	07/15/58
SILVER CUP & Design	665,637	08/12/58
SWISHER SWEETS & Design	735,560	08/07/62
TREAT YOURSELF TO THE BEST	739,649	10/23/62
BESTOVAL & Design	751,157	06/18/63

SCHEDULE

HAMILTON-HARRIS & CO.'S HOME MADE	751,159	06/18/63
EL TRELLES	754,476	08/13/63
SCHERMERHORN'S FLAKE MIXTURE & Design	754,477	08/13/63
SCHERMERHORN'S & Design	754,478	08/13/63
SCHERMERHORN'S	754,479	08/13/63
FUTURA	763,778	01/28/64
DIXIE	787,048	03/23/65
UNIVERSAL	789,564	05/18/65
MIRAMAR	791,300	06/22/65
OPTIMO	794,683	08/24/65
BOLERO	812,412	08/09/66
Geometric Design	821,040	12/27/66
SMS & Design	826,754	04/04/67
SANTAELLAS	834,598	09/05/67
OLYMPIA	834,600	09/05/67
THORA	834,974	09/12/67
KING EDWARD	835,375	09/19/67
77 & Design	840,774	12/19/67
ULTIMA	842,741	01/23/68
CAMARO	847,284	04/09/68
EPOCA	850,888	06/18/68
SANTA FE & Design	868,126	04/15/69
AS YOU LIKE IT	897,243	08/25/70
JACKSON'S APPLEJACK	987,210	07/02/74

SCHEDULE

R.G. SULLIVAN'S DEXTER & Design	992,974	09/10/74
DON JULIO	1,059,528	02/15/77
LA DILIGENCIA & Design	1,089,403	04/11/78
BRINDLEY'S	1,098,309	08/01/78
CHATTANOOGA CHEW	1,107,484	11/28/78
GOLD RIVER	1,178,412	11/17/81
SILVER CREEK	1,179,453	11/24/81
REDWOOD	1,282,752	06/19/84
CIGAR BAR	1,346,967	07/02/85
COOPER	1,363,661	10/01/85
LANCASTER & Design	1,401,491	07/15/86
JUDD	1,470,891	12/29/87
COUNTRY BLEND	1,547,631	07/11/89
MAIL POUCH SELECT & Design	1,654,065	08/13/91
KING EDWARD DIAMONDS	1,693,471	06/09/92
BUTTERCUP	1,712,068	09/01/92
STARBRITE	1,724,105	10/13/92
HONEY BEE	1,726,093	10/20/92
SWISHER SWEETS	1,729,732	11/03/92
OUTLAWS	1,759,228	03/16/93
SWISHER INTERNATIONAL, INC. & Design	1,792,861	09/14/93
STARR VALUE	1,836,338	05/10/94
SUPERIOR VALUE	1,890,652	04/18/95
SWISHER	1,908,708	08/01/95

SCHEDULE

HELME	1,957,231	02/20/96
BOWIE	1,967,254	04/09/96
EARL CAULFIELD'S	2,037,216	02/11/97
SABROSO	2,058,311	04/29/97
SUPERIOR VALUE & Design	2,070,971	06/17/97
SANTIAGO SILK	2,160,721	05/26/98
TIBURON	2,170,830	07/07/98
MACBETH	2,231,235	03/09/99
LA INTIMIDAD	2,232,161	03/16/99
OPTIMO BRIGADIER	2,241,236	04/20/99
KAYAK	2,314,877	02/01/00
Woman Design	2,326,580	03/07/00
SIGLO	2,513,741	12/04/01
CHIEF	2,555,144	04/02/02
SMOKE SHOP DIRECT	2,596,339	07/16/02
SMOKE SHOP DIRECT	2,648,589	11/12/02
CREEK	2,658,136	12/10/02
SILVERADO	2,778,554	10/28/03
HUNTER	2,923,061	02/01/05
HALLMARK	2,930,508	03/08/05
SWISHER SWEETIES	3,088,359	05/02/06
VIEJA TRADICION	3,088,796	05/02/06
TRADICION VIEJA	3,146,672	09/19/06

TRADEMARK APPLICATIONS SCHEDULE

Trademark	Application No.	Filing Date
FUTURA	77/070,229	12/22/06
REDWOOD GOOD TO THE LAST DIP	78/424,293	5/25/2004
CASINO GOLD	78/424,359	5/25/2004
LA DILIGENCIA	78/913,635	6/21/2006