

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
JPMorgan Chase Bank, N.A.		09/26/2011	Collateral Agent:

RECEIVING PARTY DATA

Name:	GMB Inc.
Street Address:	401 North Main Sreet
City:	Winston-Salem
State/Country:	NORTH CAROLINA
Postal Code:	27101
Entity Type:	CORPORATION: NORTH CAROLINA

PROPERTY NUMBERS Total: 80

Property Type	Number	Word Mark
Registration Number:	1846318	1ST CHOICE
Registration Number:	0849688	AUSTIN
Registration Number:	1745297	BARGAIN BUY
Registration Number:	0784713	BEACON
Registration Number:	1795202	BEACON
Registration Number:	1858238	BRENTWOOD
Registration Number:	1985800	BV BONUS VALUE
Registration Number:	1985803	BV BONUS VALUE
Registration Number:	1030232	
Registration Number:	1226116	CAMEL LIGHTS HARD PACK
Registration Number:	0222446	CAMEL TURKISH & DOMESTIC BLEND CIGARETTES
Registration Number:	1502414	CAMEL
Registration Number:	0126760	CAMEL
Registration Number:	1391824	CAMEL

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Registration Number:	2620063	CAMEL TURKISH GOLD
Registration Number:	2749434	CAMEL TURKISH JADE
Registration Number:	1693466	CAMEL WIDES
Registration Number:	1964388	CAROLINA GOLD
Registration Number:	1769442	CAVALIER
Registration Number:	1779815	
Registration Number:	1271008	CENTURY
Registration Number:	1995943	CHARTER
Registration Number:	1832388	CIMARRON
Registration Number:	0768642	CITATION
Registration Number:	2022308	CONVERTIBLE BOX
Registration Number:	0940330	DAKOTA
Registration Number:	0836213	DORAL
Registration Number:	2769797	
Registration Number:	2030475	ECLIPSE
Registration Number:	1891813	EXTRA VALUE
Registration Number:	1978627	GOLD COAST
Registration Number:	1978655	GOLD COAST
Registration Number:	1747898	HIGHWAY
Registration Number:	1664323	HORIZON
Registration Number:	1185094	I'D WALK A MILE FOR A CAMEL
Registration Number:	2770130	IMAGINE GETTING MORE
Registration Number:	1763790	JACKS
Registration Number:	2032164	KAMEL RED
Registration Number:	2057041	KAMEL RED LIGHT FILTERS RED CIGARETTES GENUINE TASTE TURKISH 8 DOMESTIC BLEND LIGHTS
Registration Number:	2057040	KAMEL RED GENUINE TASTE ORIGINALS
Registration Number:	1495296	LEGEND
Registration Number:	1808589	LEGEND
Registration Number:	1481837	MARKER
Registration Number:	1745298	MARKER
Registration Number:	1176451	MONARCH
Registration Number:	1766894	MONARCH
Registration Number:	1021649	MORE
Registration Number:	1022212	MORE FILTER CIGARETTES

Registration Number:	1022210	MORE MENTHOL FILTER CIGARETTES 120S
Registration Number:	1022211	MORE FILTER CIGARETTES 120S
Registration Number:	1867765	MUSTANG
Registration Number:	1028871	NOW
Registration Number:	1046497	NOW
Registration Number:	2034168	PERFECTLY AGED TOBACCO
Registration Number:	0784716	PILOT
Registration Number:	1802888	PILOT
Registration Number:	1693470	RJR EST. 1875
Registration Number:	0637365	SALEM
Registration Number:	1374142	
Registration Number:	0362601	SIGNATURE
Registration Number:	2254324	SMOKE 1
Registration Number:	1783609	SMOKES
Registration Number:	1746557	STERLING
Registration Number:	1728005	STERLING
Registration Number:	2002121	STOCKTON
Registration Number:	1845217	SUNDANCE
Registration Number:	0761230	TEMPO
Registration Number:	1848325	TEMPO
Registration Number:	1745299	VALUE \$ENSE
Registration Number:	1863890	VALUE & QUALITY VQ
Registration Number:	1745296	VALUE PRIDE
Registration Number:	0784715	VANTAGE
Registration Number:	1821600	
Registration Number:	2827750	
Registration Number:	1693467	WIDE GAUGE
Registration Number:	1030233	WINSTON
Registration Number:	1303026	
Registration Number:	2330639	WINSTON
Registration Number:	1742475	WINSTON SELECT
Registration Number:	0636355	WINSTON

CORRESPONDENCE DATA

Fax Number: (336)733-8473

TRADEMARK
REEL: 004652 FRAME: 0957

Phone: (336) 721-3747

Email: trademarkswinston@wcsr.com

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Correspondent Name: Randel S. Springer

Address Line 1: Womble Carlyle Sandridge & Rice, LLP

Address Line 2: One West Fourth Street

Address Line 4: Winston-Salem, NORTH CAROLINA 27101

ATTORNEY DOCKET NUMBER:	10781.0335.0
NAME OF SUBMITTER:	Randel S. Springer
Signature:	/Randy Springer/
Date:	11/02/2011

Total Attachments: 4
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TRADEMARK RELEASE

THIS TRADEMARK RELEASE, dated as of this 26th day of September, 2011, given by JPMorgan Chase Bank, N.A., as Collateral Agent (the "Assignor"), with principal offices at 270 Park Avenue, New York, NY, 10017, to GMB Inc., a North Carolina corporation (together with any successors-in-interest to the Marks, the "Assignee"), having an address at 401 North Main Street, Winston-Salem, NC, 27101 as follows:

W I T N E S S E T H

WHEREAS, pursuant to the Assignment of Security Interest in U.S. Trademarks, dated effective as of July 15, 2003, between Assignor and Assignee (the "Trademark Security Agreement"), the Assignee granted to the Assignor a security interest in (i) all of Assignee's right, title and interest in and to the trademarks, trademark registrations and trademark applications set forth on Schedule A attached hereto (the "Marks"), together with (ii) all Proceeds (as such term is defined in the Security Agreement referred to below) of the Marks, (iii) the goodwill of the business with which the Marks are associated and, (iv) all causes of action arising prior to or after the date hereof for infringement of any of the Marks or unfair competition regarding the same (the "Trademark Collateral"), to secure the satisfactory performance and payment of all the Obligations (as defined in that certain Security Agreement, dated as of July 15, 2003, among the Assignee, the other assignors from time to time party thereto and the Assignor (as amended, restated, modified and/or supplemented from time to time, the "Security Agreement")) of the Assignee; and

WHEREAS, the Assignor wishes to release its security interest and restore all right, title and interest in and to the Trademark Collateral to the Assignee and to dissolve any and all liens and encumbrances respecting the Trademark Collateral.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the Assignor hereby releases and discharges its security interest, and quit claims, reconveys, and relinquishes unto the Assignee all of its right, title and interest, in the Trademark Collateral granted to Assignor by the Assignee pursuant to the Trademark Security Agreement, which Trademark Security Agreement was duly recorded on July 31, 2003, at Reel/Frame 2787/0610 in the United States Patent and Trademark Office.

IN WITNESS WHEREOF, the undersigned, by and through its authorized officer, has caused this instrument to be executed under seal on the date first written above.

JPMORGAN CHASE BANK, N.A., as Collateral
Agent

By 
Name: **Linda A. Carper**
Title: **Executive Director**

Schedule A

<u>Mark</u>	<u>Serial/Reg. No.</u>	<u>Date of Reg./Applic.</u>
1ST CHOICE	1846318	7/19/1994
AUSTIN	849688	5/28/1968
BARGAIN BUY	1745297	1/5/1993
BEACON	784713	2/9/1965
BEACON STYLIZED	1795202	9/28/1993
BRENTWOOD	1858238	10/11/1994
BV BONUS VALUE	1,985,800	7/9/1996
BV BONUS VALUE AND DESIGN	1,985,803	7/9/1996
CAMEL DEVICE	1030232	1/13/1976
CAMEL LIGHTS HARD PACK	1226116	2/1/1983
CAMEL PICTURE PACKAGE I	222446	1/4/1927
CAMEL STYLIZED	1502414	8/30/1988
CAMEL STYLIZED III	126760	9/30/1919
CAMEL STYLIZED WITH CAMEL DEVI	1391824	4/29/1986
CAMEL TURKISH GOLD	2620063	9/17/2002
CAMEL TURKISH JADE and Design	2749434	8/12/2003
CAMEL WIDES	1693466	6/9/1992
CAROLINA GOLD	1964388	3/26/1996
CAVALIER	1769442	5/4/1993
CAVALIER DEVICE	1779815	6/29/1993
CENTURY	1271008	3/20/1984
CHARTER	1995943	8/20/1996
CIMARRON	1832388	4/19/1994
CITATION	768642	4/28/1964
CONVERTIBLE BOX	2022308	12/10/1996
DAKOTA	940330	8/8/1972
DORAL	836213	10/3/1967
DORAL DD DEVICE	2769797	9/30/2003
ECLIPSE	2030475	1/14/1997
EXTRA VALUE	1891813	4/25/1995
GOLD COAST	1978627	6/4/1996
GOLD COAST AND LABEL DESIGN I	1978655	6/4/1996
HIGHWAY	1747898	1/19/1993
HORIZON	1664323	11/12/1991
I'D WALK A MILE FOR A CAMEL	1185094	1/5/1982
IMAGINE GETTING MORE	2770130	9/30/2003
JACKS	1763790	4/6/1993
KAMEL RED	2032164	1/21/1997
KAMEL RED AND LABEL DESIGN I	2057041	4/29/1997
KAMEL RED AND LABEL DESIGN II	2057040	4/29/1997
LEGEND	1495296	7/5/1988
LEGEND STYLIZED	1808589	11/30/1993
MARKER	1481837	3/22/1988
MARKER STYLIZED	1745298	1/5/1993
MONARCH	1176451	11/3/1981
MONARCH STYLIZED	1766894	4/20/1993
MORE	1021649	9/30/1975
MORE AND LABEL DESIGN I	1022212	10/7/1975
MORE AND LABEL DESIGN I GREEN	1022210	10/7/1975
MORE AND LABEL DESIGN I RED	1022211	10/7/1975
MUSTANG	1867765	12/13/1994

Schedule A

NOW	1028871	12/30/1975
NOW AND LABEL DESIGN RED	1046497	8/17/1976
PERFECTLY AGED TOBACCO AND DES	2034168	1/28/1997
PILOT	784716	2/9/1965
PILOT	1802888	11/2/1993
RJR STYLIZED WITH EAGLE DEVICE	1693470	6/9/1992
SALEM	637365	11/20/1956
SALEM LABEL DESIGN III COLOR	1374142	12/3/1985
SIGNATURE	362601	11/22/1938
SMOKE 1 STYLIZED	2,254,324	6/15/1999
SMOKES STYLIZED AND DESIGN II	1783609	7/20/1993
STERLING	1746557	1/12/1993
STERLING AND LABEL DESIGN III	1728005	10/27/1992
STOCKTON	2002121	9/24/1996
SUNDANCE	1845217	7/12/1994
TEMPO	761230	12/10/1963
TEMPO STYLIZED II	1848325	8/2/1994
VALUE SENSE	1745299	1/5/1993
VALUE & QUALITY VQ AND LABEL D	1863890	11/22/1994
VALUE PRIDE	1745296	1/5/1993
VANTAGE	784715	2/9/1965
VANTAGE LABEL DESIGN II	1821600	2/15/1994
VANTAGE TARGET DEVICE II	2827750	3/30/2004
WIDE GAUGE	1693467	6/9/1992
WINSTON AND LABEL DESIGN VII C	1030233	1/13/1976
WINSTON LABEL DESIGN III COLOR	1303026	10/30/1984
WINSTON PICTURE PACKAGE XIV CO	2330639	3/21/2000
WINSTON SELECT	1742475	12/22/1992
WINSTON STYLIZED	636355	10/30/1956