

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 Street
City:	Winston-Salem
State/Country:	NORTH CAROLINA
Postal Code:	27101
Entity Type:	CORPORATION: NORTH CAROLINA

PROPERTY NUMBERS Total: 51

Property Type	Number	Word Mark
Registration Number:	0775242	ACTRON
Registration Number:	1165768	ACTRON
Registration Number:	0998632	ADVANCE
Registration Number:	2075031	AMERICAN
Registration Number:	2055297	AN AMERICAN ORIGINAL
Registration Number:	1232113	BARCLAY
Registration Number:	2073192	BARCLAY
Registration Number:	0749683	BELAIR
Registration Number:	0748337	CAPRI
Registration Number:	1850827	
Registration Number:	1819152	CAPRI
Registration Number:	1850012	CAPRI
Registration Number:	0755341	CARLTON
Registration Number:	2507494	CARLTON

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Registration Number:	2427378	C
Registration Number:	1736945	GPC
Registration Number:	2210754	
Registration Number:	2201403	GPC
Registration Number:	0311961	
Registration Number:	0747482	KOOL
Registration Number:	2617994	
Registration Number:	2578658	
Registration Number:	0747490	KOOL
Registration Number:	0508538	KOOL
Registration Number:	2218589	KOOL
Registration Number:	0413816	L.S./M.F.T.
Registration Number:	0335113	LUCKIES
Registration Number:	0118372	LUCKY STRIKE
Registration Number:	0404302	LUCKY STRIKE
Registration Number:	2174493	LUCKY STRIKE IT'S TOASTED LUCKIES AN AMERICAN ORIGINAL FILTERS
Registration Number:	0366744	LUCKY STRIKE
Registration Number:	1573726	MISTY
Registration Number:	2063372	MISTY
Registration Number:	0130029	PALL MALL
Registration Number:	0813839	PER ASPERA AD ASTRA IN HOC SIGNO VINCES
Registration Number:	0948827	THE AMERICAN TOBACCO COMPANY IN HOC SIGNO VINCES
Registration Number:	0418770	PALL MALL IN HOC SIGNO VINCES "WHEREVER PARTICULAR PEOPLE CONGREGATE"
Registration Number:	2533893	PALL MALL FAMOUS AMERICAN CIGARETTES
Registration Number:	2492504	PALL MALL FAMOUS AMERICAN CIGARETTES
Registration Number:	2492505	PALL MALL
Registration Number:	1670456	RALEIGH EXTRA
Registration Number:	1045032	
Registration Number:	1174474	RALEIGH LIGHTS
Registration Number:	0625220	TAREYTON
Registration Number:	0676595	
Registration Number:	2535934	TAREYTON
Registration Number:	2549361	TAREYTON

Registration Number:	0747489	VICEROY
Registration Number:	1097681	
Registration Number:	1073305	VICEROY
Registration Number:	1073306	VICEROY

CORRESPONDENCE DATA

Fax Number: (336)733-8473

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
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NAME OF SUBMITTER:	Randel S. Springer
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Signature:	/Randy Springer/
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Date:	11/02/2011
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Total Attachments: 5
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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:

WITNESSETH


WHEREAS, pursuant to the Assignment of Security Interest in U.S. Trademarks, dated effective as of July 30, 2004, 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 October 12, 2004, at Reel/Frame 3061/0428 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 
Linda A. Carper
Executive Director

Name:
Title:

Schedule A

<u>Mark</u>	<u>Serial/Reg. No.</u>	<u>Date of Reg./Applic.</u>
<u>ACTRON</u>	<u>775242</u>	<u>8/18/1964</u>
<u>ACTRON</u>	<u>1165768</u>	<u>8/18/1981</u>
<u>ADVANCE</u>	<u>998632</u>	<u>11/19/1974</u>
<u>AMERICAN</u>	<u>2075031</u>	<u>7/1/1997</u>
<u>AN AMERICAN ORIGINAL</u>	<u>2055297</u>	<u>4/22/1997</u>
<u>BARCLAY</u>	<u>1232113</u>	<u>3/22/1983</u>
<u>BARCLAY AND LABEL DESIGN I</u>	<u>2073192</u>	<u>6/24/1997</u>
<u>BELAIR STYLIZED I</u>	<u>749683</u>	<u>5/21/1963</u>
<u>CAPRI</u>	<u>748337</u>	<u>4/23/1963</u>
<u>CAPRI DEVICE I</u>	<u>1850827</u>	<u>8/23/1994</u>
<u>CAPRI STYLIZED AND DEVICE I</u>	<u>1819152</u>	<u>2/1/1994</u>
<u>CAPRI STYLIZED I</u>	<u>1850012</u>	<u>8/16/1994</u>
<u>CARLTON</u>	<u>755341</u>	<u>8/27/1963</u>
<u>CARLTON AND LABEL DESIGN I</u>	<u>2507494</u>	<u>11/13/2001</u>
<u>CARLTON SHIELD DEVICE I</u>	<u>2427378</u>	<u>2/6/2001</u>
<u>GPC</u>	<u>1736945</u>	<u>12/1/1992</u>
<u>GPC LABEL DESIGN II</u>	<u>2210754</u>	<u>12/15/1998</u>
<u>GPC STYLIZED AND LABEL DESIGN</u>	<u>2201403</u>	<u>11/3/1998</u>
<u>INDIAN HEAD IN CIRCLE DEVICE</u>	<u>311961</u>	<u>4/10/1934</u>
<u>KOOL</u>	<u>747482</u>	<u>4/2/1963</u>
<u>KOOL INTERLOCKING O'S DEVICE I</u>	<u>2617994</u>	<u>9/10/2002</u>
<u>KOOL INTERLOCKING O'S DEVICE I</u>	<u>2578658</u>	<u>6/11/2002</u>
<u>KOOL STYLIZED AND DEVICE I</u>	<u>747490</u>	<u>4/2/1963</u>
<u>KOOL STYLIZED I</u>	<u>508538</u>	<u>4/12/1949</u>
<u>KOOL STYLIZED II</u>	<u>2218589</u>	<u>1/19/1999</u>

<u>L.S./M.F.T. Stylized</u>	<u>413816</u>	<u>5/15/1945</u>
<u>LUCKIES STYLIZED I</u>	<u>335113</u>	<u>5/26/1936</u>
<u>LUCKY STRIKE</u>	<u>118372</u>	<u>9/4/1917</u>
<u>LUCKY STRIKE AND LABEL DESIGN</u>	<u>404302</u>	<u>11/16/1943</u>
<u>LUCKY STRIKE AND LABEL DESIGN</u>	<u>2174493</u>	<u>7/21/1998</u>
<u>LUCKY STRIKE WITH CIRCLE DEVIC</u>	<u>366744</u>	<u>4/25/1939</u>
<u>MISTY</u>	<u>1573726</u>	<u>12/26/1989</u>
<u>MISTY STYLIZED AND LABEL DESIG</u>	<u>2063372</u>	<u>5/20/1997</u>
<u>PALL MALL</u>	<u>130029</u>	<u>4/6/1920</u>
<u>PALL MALL CREST DEVICE I</u>	<u>813839</u>	<u>8/30/1966</u>
<u>PALL MALL CREST DEVICE II</u>	<u>948827</u>	<u>12/19/1972</u>
<u>PALL MALL STYLIZED AND LABEL D</u>	<u>418770</u>	<u>1/8/1946</u>
<u>PALL MALL STYLIZED AND LABEL D</u>	<u>2533893</u>	<u>1/29/2002</u>
<u>PALL MALL STYLIZED AND LABEL D</u>	<u>2492504</u>	<u>9/25/2001</u>
<u>PALL MALL STYLIZED AND LABEL D</u>	<u>2492505</u>	<u>9/25/2001</u>
<u>RALEIGH EXTRA STYLIZED AND LAB</u>	<u>1670456</u>	<u>12/31/1991</u>
<u>RALEIGH HEAD DEVICE II</u>	<u>1045032</u>	<u>7/27/1976</u>
<u>RALEIGH LIGHTS</u>	<u>1174474</u>	<u>10/20/1981</u>
<u>TAREYTON</u>	<u>625220</u>	<u>4/17/1956</u>
<u>TAREYTON CREST DEVICE I</u>	<u>676595</u>	<u>4/7/1959</u>
<u>TAREYTON STYLIZED AND LABEL DE</u>	<u>2535934</u>	<u>2/5/2002</u>

<u>TAREYTON STYLIZED AND LABEL DE</u>	<u>2549361</u>	<u>3/19/2002</u>
<u>VICEROY</u>	<u>747489</u>	<u>4/2/1963</u>
<u>VICEROY DEVICE I</u>	<u>1097681</u>	<u>7/25/1978</u>
<u>VICEROY STYLIZED AND DEVICE I</u>	<u>1073305</u>	<u>9/13/1977</u>
<u>VICEROY STYLIZED AND DEVICE II</u>	<u>1073306</u>	<u>9/13/1977</u>