

## 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
800-JR Cigar, Inc.		04/11/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Santa Clara, Inc.		
Street Address:	2589 Eric Lane		
City:	Burlington		
State/Country:	NORTH CAROLINA		
Postal Code:	27215		
Entity Type:	CORPORATION: NORTH CAROLINA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2711127	KILIMANJARO	
CORRESPONDENCE DATA			
Fax Number:	(914)683-6956		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	9149492700		
Email:	tbailey@bpslaw.com		
Correspondent Name:	Thomas G. Bailey, Jr.		
Address Line 1:	One North Lexington Avenue		
Address Line 2:	Bleakley Platt & Schmidt, LLP		
Address Line 4:	White Plains, NEW YORK 10601		
NAME OF SUBMITTER:	Thomas G. Bailey, Jr.		
Signature:	/Thomas G. Bailey, Jr./		
Date:	04/12/2012		
Total Attachments: 1 source=KILIMANJARO.assgmt#page1.tif			

OP \$40.00 2711127

ASSIGNMENT

**WHEREAS**, 800-JR Cigar, Inc. is a Delaware corporation with principal offices located at 301 Route 10 East, Whippany, New Jersey 07981;

**WHEREAS**, 800-JR Cigar, Inc. (hereinafter referred to as "ASSIGNOR") is the owner of the federally registered trademark KILIMANJARO, U.S. Reg. No. 2711127 for use on tobacco products, namely cigars, along with any goodwill of the business in connection with which said trademark is or will be used and which is symbolized by said trademark;

**WHEREAS**, Santa Clara, Inc., is a North Carolina corporation with offices located 2589 Eric Lane, Burlington, North Carolina 27215 (hereinafter referred to as "ASSIGNEE"), and is desirous of acquiring the aforesaid trademark, rights and goodwill.

**NOW, THEREFORE**, for and in consideration of the sum of One Dollar (\$1.00) and other good and valuable consideration, receipt of which is hereby acknowledged by said ASSIGNOR, said ASSIGNOR by these presents sells, transfers, conveys and assigns unto said ASSIGNEE, the entire right, title and interest in and to the KILIMANJARO trademark, together with all rights to recover for past misuse or infringement of said trademark and the goodwill of the business in connection with which said trademark is used or will be used and which is symbolized by said trademark. Further, Assignor agrees to cooperate fully with Assignee in filing and perfecting this Assignment.

800-JR Cigar, Inc.

By: 

Salvatore M. Marino  
Chief Financial Officer

Dated: April 11, 2012