

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

|                              |                       |
|------------------------------|-----------------------|
| <b>SUBMISSION TYPE:</b>      | NEW ASSIGNMENT        |
| <b>NATURE OF CONVEYANCE:</b> | Release of Trademarks |

**CONVEYING PARTY DATA**

| Name                  | Formerly | Execution Date | Entity Type                         |
|-----------------------|----------|----------------|-------------------------------------|
| Jefferies Finance LLC |          | 07/15/2013     | LIMITED LIABILITY COMPANY: DELAWARE |

**RECEIVING PARTY DATA**

|                        |                                |
|------------------------|--------------------------------|
| <b>Name:</b>           | National Tobacco Company, L.P. |
| <b>Street Address:</b> | 5201 Interchange Way           |
| <b>City:</b>           | Louisville                     |
| <b>State/Country:</b>  | KENTUCKY                       |
| <b>Postal Code:</b>    | 40229                          |
| <b>Entity Type:</b>    | LIMITED PARTNERSHIP: DELAWARE  |

**PROPERTY NUMBERS Total: 72**

| Property Type        | Number  | Word Mark                                 |
|----------------------|---------|---|
| Registration Number: | 3164618 | 117                                       |
| Registration Number: | 1817067 | 24C                                       |
| Registration Number: | 3683734 | 24C CLASSIC                               |
| Registration Number: | 2499740 | ALWAYS FRESH ALWAYS MOIST RIGHT ON TARGET |
| Registration Number: | 896764  | BEECH-NUT                                 |
| Registration Number: | 1208850 | BEECH-NUT                                 |
| Registration Number: | 3710225 | CHERRY RUSH                               |
| Registration Number: | 2518530 | DURANGO                                   |
| Registration Number: | 2624913 | DURANGO                                   |
| Registration Number: | 3250523 | FRED STOKER & SONS, INC.                  |
| Registration Number: | 1904573 | FRED STOKER & SONS, INC.                  |
| Registration Number: | 2740903 | FRED'S CHOICE                             |
| Registration Number: | 3093811 | FRED'S CHOICE                             |
| Registration Number: | 2594416 | HAVANA BLOSSOM                            |

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**TRADEMARK**

|                      |         |  |
|----------------------|---------|--|
| Registration Number: | 2588575 | HAVANA BLOSSOM                           |
| Registration Number: | 1358381 | HAVANA BLOSSOM FRESHER & TASTIER         |
| Registration Number: | 1817068 | L-50                                     |
| Registration Number: | 2911785 | LONE STAR                                |
| Registration Number: | 3710226 | MELON BURST                              |
| Registration Number: | 2666702 |  |
| Registration Number: | 2666703 |  |
| Registration Number: | 2666704 |  |
| Registration Number: | 2495704 |  |
| Registration Number: | 2679622 |  |
| Registration Number: | 3741010 |  |
| Registration Number: | 3332794 | MOONSHINE BLEND                          |
| Registration Number: | 2570970 | NATIONAL TOBACCO                         |
| Registration Number: | 2535562 | NATIONAL TOBACCO                         |
| Registration Number: | 3167449 | OLD HILLSIDE                             |
| Registration Number: | 3028098 | OUR PRIDE                                |
| Registration Number: | 3713169 | PURPLE THUNDER                           |
| Registration Number: | 3351384 | QUALITY MADE IT FAMOUS                   |
| Registration Number: | 3703294 | QUALITY MADE IT FAMOUS BEECH NUT EST 189 |
| Registration Number: | 3132326 | RBJ SALES, INC.                          |
| Registration Number: | 3854466 | RED CAP                                  |
| Registration Number: | 3375872 | RIVERMONT                                |
| Registration Number: | 3170831 | STOKER'S                                 |
| Registration Number: | 2071640 | STOKER'S                                 |
| Registration Number: | 3164619 | STOKER'S 117                             |
| Registration Number: | 2359709 | STOKER'S CLASSIC                         |
| Registration Number: | 3182799 | STOKER'S NO. 1                           |
| Registration Number: | 3092966 | STOKER'S NUMBER 2                        |
| Registration Number: | 3740942 | STOKER'S SINCE 1940                      |
| Registration Number: | 3300362 | SWEET 'N SMOKEY                          |
| Registration Number: | 2027975 | TENNESSEE CHEW                           |
| Registration Number: | 3239885 | TENNESSEE CHEW                           |
| Registration Number: | 2381424 | TEQUILA SUNRISE                          |
| Registration Number: | 2508886 | TROPHY                                   |
| Registration Number: | 2508885 | TROPHY                                   |

|                      |          |  |
|----------------------|----------|--|
|                      | 1879989  | TROPHY THE SPORTSMAN'S CHEW              |
| Serial Number:       | 85363880 | 24-M                                     |
| Serial Number:       | 85272349 | A GREAT DIP AT A FAIR PRICE              |
| Serial Number:       | 77795626 | APPLE BLITZ                              |
| Serial Number:       | 77804794 | BIG RED                                  |
| Serial Number:       | 77496351 | DURANGO                                  |
| Serial Number:       | 85362616 | HAVANA BLOSSOM                           |
| Serial Number:       | 85247249 | HOME RUN                                 |
| Serial Number:       | 85267046 | KEY STONE                                |
| Serial Number:       | 77496356 | LONE STAR                                |
| Serial Number:       | 85241976 | RED SUPREME                              |
| Serial Number:       | 77629596 | RIPPED WITH ENERGY RIPTIDE WINTERGREEN P |
| Serial Number:       | 85247257 | SEQUOIA                                  |
| Serial Number:       | 85353760 | ROCK CASTLE                              |
| Serial Number:       | 85360321 | STRAIGHT UP                              |
| Serial Number:       | 85360310 | STRAIGHT UP                              |
| Serial Number:       | 77830953 | STRAWBERRY BASH                          |
| Serial Number:       | 85198049 | THUNDER BAY                              |
| Serial Number:       | 77531407 | RIPTIDE                                  |
| Serial Number:       | 77659204 | RIPTIDE                                  |
| Serial Number:       | 77659199 | RIPTIDE                                  |
| Serial Number:       | 77629633 | RIPTIDE RIPTIDE WINTERGREEN POUCHES ENER |
| Registration Number: | 2626653  | PROFIT STACKER                           |

**CORRESPONDENCE DATA**

Fax Number: 3026365454  
*Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.*  
Phone: 800-927-9801 x 62348  
Email: jpaterso@cscinfo.com  
Correspondent Name: Corporation Service Company  
Address Line 1: 1090 Vermont Avenue NW, Suite 430  
Address Line 4: Washington, DISTRICT OF COLUMBIA 20005

|                         |               |
|-------------------------|---------------|
| ATTORNEY DOCKET NUMBER: | 727731-15     |
| NAME OF SUBMITTER:      | Jean Paterson |
| Signature:              | /jep/         |

**TRADEMARK**

07/17/2013

**Total Attachments: 5**

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**RELEASE OF TRADEMARK SECURITY AGREEMENT**

WHEREAS, pursuant to that certain Grant of Security Interest in United States Trademarks, dated as of July 28, 2011 (the "Trademark Security Agreement"), recorded in the United States Patent and Trademark Office at Reel 0040610, Frame 0009 on August 24, 2011, National Tobacco Company, L.P. ("Releasee"), granted to Jefferies Finance LLC, in its capacity as agent for itself and the Lenders ("Releasor"), a continuing security interest in all right, title and interest of the Releasee in, to and under the trademarks and service marks listed on the annexed Schedule A (the "Trademarks"), together with, among other things, the good-will of the business symbolized by the Trademarks and the applications and registrations thereof, and all proceeds thereof, including, without limitation, any and all causes of action which may exist by reason of infringement thereof and any and all damages arising from past, present and future violations thereof (the "Trademark Collateral"); and

WHEREAS, Releasee has requested and Releasor has agreed to provide this Release of Trademark Security Agreement to confirm the release, relinquishment and discharge of its continuing security interest in the Trademark Collateral.

NOW, THEREFORE, in consideration of and in exchange for good and valuable consideration, Releasor hereby agrees as follows:

1. Defined Terms. All capitalized terms used but not otherwise defined herein have the meanings given to them in the Trademark Security Agreement.
2. Release of Security Interest. Releasor hereby, without any representation and warrant and without any recourse to Releasor, terminates, releases, relinquishes and discharges its continuing security interest in the Trademark Collateral.

[Remainder of page intentionally left blank.]

IN WITNESS WHEREOF, Releasor has caused this Release of Trademark Security Agreement to be duly executed as of July 15, 2013.

JEFFERIES FINANCE LLC

By: 

Name: Paul McDonnell

Title: Managing Director

[Trademark Release – NTC]

**TRADEMARK**  
**REEL: 005072 FRAME: 0091**

**SCHEDULE A**

*[see attached]*

SCHEDULE A

| <u>Marks</u>   | <u>Country</u> | <u>Registration/Application No.</u> |
|--|----------------|-------------------------------------|
| 117  | United States  | 3,164,618                           |
| 24C  | United States  | 1,817,067                           |
| 24C Classic  | United States  | 3,683,734                           |
| Always Fresh Always Moist<br>Right on Target & Design [gear]                       | United States  | 2,499,740                           |
| Beech-Nut  | United States  | 896,764                             |
| Beech Nut & Design [rising sun]  | United States  | 1,208,850                           |
| Cherry Rush  | United States  | 3,710,225                           |
| Durango  | United States  | 2,518,530                           |
| Durango Chewing Tobacco &<br>Design  | United States  | 2,624,913                           |
| Fred Stoker & Sons, Inc.   | United States  | 3,250,523                           |
| Fred Stoker & Sons, Inc. &<br>Design   | United States  | 1,904,573                           |
| Fred's Choice  | United States  | 2,740,903                           |
| Fred's Choice (Stylized)   | United States  | 3,093,811                           |
| Havana Blossom   | United States  | 2,594,416                           |
| Havana Blossom (Stylized)  | United States  | 2,588,575                           |
| Havana Blossom Fresher &<br>Tastier & Design [wreath]                              | United States  | 1,358,381                           |
| L-50   | United States  | 1,817,068                           |
| Lone Star  | United States  | 2,911,785                           |
| Melon Burst  | United States  | 3,710,226                           |
| Miscellaneous Design [beech-nut<br>black & white]                                  | United States  | 2,666,702                           |
| Miscellaneous Design [beech-nut<br>red, white & blue]                              | United States  | 2,666,703                           |
| Miscellaneous Design [beech-nut<br>wintergreen]                                    | United States  | 2,666,704                           |
| Miscellaneous Design [beech-nut<br>check mark]                                     | United States  | 2,495,704                           |
| Miscellaneous Design [beech-nut<br>check mark]                                     | United States  | 2,679,622                           |
| Miscellaneous Design [beech-nut<br>oval and rays]                                  | United States  | 3,741,010                           |
| Moonshine Blend  | United States  | 3,332,794                           |
| National Tobacco   | United States  | 2,570,970                           |
| National Tobacco   | United States  | 2,535,562                           |
| Old Hillside   | United States  | 3,167,449                           |
| Our Pride  | United States  | 3,028,098                           |
| Purple Thunder   | United States  | 3,713,169                           |
| Quality Made it Famous   | United States  | 3,351,384                           |
| Quality Made it Famous Beech-<br>Nut Est 1897 Original Chewing<br>Tobacco & Design | United States  | 3,703,294                           |
| RBJ Sales, Inc. & Design   | United States  | 3,132,326                           |
| Red Cap  | United States  | 3,854,446                           |



|   |               |            |
|---|---------------|------------|
| Rivermont   | United States | 3,375,872  |
| Stoker's  | United States | 3,170,831  |
| Stoker's & Design   | United States | 2,071,640  |
| Stoker's 117  | United States | 3,164,619  |
| Stoker's Classic  | United States | 2,359,709  |
| Stoker's No. 1  | United States | 3,182,799  |
| Stoker's Number 2   | United States | 3,092,966  |
| Stoker's Since 1940 & Design                                | United States | 3,740,942  |
| Sweet 'N Smokey   | United States | 3,300,362  |
| Tennessee Chew  | United States | 2,027,975  |
| Tennessee Chew  | United States | 3,239,885  |
| Tequila Sunrise   | United States | 2,381,424  |
| Trophy  | United States | 2,508,886  |
| Trophy & Design ["o" is a target]                           | United States | 2,508,885  |
| Trophy the Sportsman's Chew                                 | United States | 1,879,989  |
| 24-M  | United States | 85/363,880 |
| A Great Dip at a Fair Price                                 | United States | 85/272,349 |
| Apple Blitz   | United States | 77/795,626 |
| Big Red   | United States | 77/804,794 |
| Durango   | United States | 77/496,351 |
| Havana Blossom  | United States | 85/362,616 |
| Home Run  | United States | 85/247,249 |
| Key Stone   | United States | 85/267,046 |
| Lone Star   | United States | 77/496,356 |
| Red Supreme   | United States | 85/241,976 |
| Ripped with Energy Riptide<br>Wintergreen Pouches & Design  | United States | 77/629,596 |
| Sequoia   | United States | 85/247,257 |
| Rock Castle   | United States | 85/353,760 |
| Straight Up   | United States | 85/360,321 |
| Straight Up   | United States | 85/360,310 |
| Strawberry Bash   | United States | 77/830,953 |
| Thunder Bay   | United States | 85/198,049 |
| Riptide   | United States | 77/531407  |
| Riptide   | United States | 77/659,204 |
| Riptide   | United States | 77/659,199 |
| Riptide Wintergreen Pouches<br>Energy Flavor of Disturbance | United States | 77/629,633 |
| Profit Stacker  | United States | 2,626,653  |