

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|-----------------------|-------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | SECURITY INTEREST |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|--|----------|----------------|----------------------|
| NORTH ATLANTIC OPERATING COMPANY, INC. | | 01/13/2014 | CORPORATION: |
| NATIONAL TOBACCO COMPANY, L.P. | | 01/13/2014 | LIMITED PARTNERSHIP: |

RECEIVING PARTY DATA

| | |
|-----------------|---|
| Name: | WELLS FARGO BANK, NATIONAL ASSOCIATION |
| Street Address: | 1100 ABERNATHY ROAD, SUITE 1600 |
| City: | ATLANTA |
| State/Country: | GEORGIA |
| Postal Code: | 30328 |
| Entity Type: | NATIONAL BANKING ASSOCIATION: UNITED STATES |

PROPERTY NUMBERS Total: 99

| Property Type | Number | Word Mark |
|----------------|----------|--|
| Serial Number: | 78264327 | MARKET-MASTER |
| Serial Number: | 76115213 | NORTH ATLANTIC OPERATING COMPANY |
| Serial Number: | 78091719 | NORTH ATLANTIC OPERATING COMPANY |
| Serial Number: | 78092299 | NORTH ATLANTIC OPERATING COMPANY, INC. |
| Serial Number: | 78092298 | NORTH ATLANTIC OPERATING COMPANY, INC. |
| Serial Number: | 73085295 | ZIG ZAG |
| Serial Number: | 73628858 | ZIG ZAG |
| Serial Number: | 85414445 | ZIG ZAG |
| Serial Number: | 78084504 | ZIG ZAG CLASSIC AMERICAN BLEND |
| Serial Number: | 85431822 | ZIGARETTES |
| Serial Number: | 85289914 | ZIGARI |
| Serial Number: | 85652888 | ZIG-ZAG |

CH \$2490.00 78264327

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|----------------|----------|----------------------------------|
| Serial Number: | 77367950 | ZIG-ZAG |
| Serial Number: | 74250904 | ZIG-ZAG |
| Serial Number: | 74673369 | ZIG-ZAG GOLD STANDARD |
| Serial Number: | 74388134 | 24C |
| Serial Number: | 77321289 | 24C CLASSIC |
| Serial Number: | 85363880 | 24-M |
| Serial Number: | 85645724 | A GREAT CHEW AT A FAIR PRICE |
| Serial Number: | 85272349 | A GREAT DIP AT A FAIR PRICE |
| Serial Number: | 72327829 | BEECH-NUT |
| Serial Number: | 73273544 | BEECH-NUT |
| Serial Number: | 77804794 | BIG RED |
| Serial Number: | 85386063 | BIG RED |
| Serial Number: | 85639311 | BIG RED |
| Serial Number: | 85883896 | BIG RED |
| Serial Number: | 85400359 | BLACK CANE |
| Serial Number: | 85819060 | BLACK LIGHTNING |
| Serial Number: | 85475160 | BLACK STINGER |
| Serial Number: | 86012305 | DURANGO |
| Serial Number: | 75906407 | DURANGO |
| Serial Number: | 77496351 | DURANGO |
| Serial Number: | 76361255 | DURANGO |
| Serial Number: | 78634570 | FRED STOKER & SONS, INC. |
| Serial Number: | 74388137 | FRED STOKER & SONS, INC. |
| Serial Number: | 75745913 | FRED'S CHOICE |
| Serial Number: | 78232275 | FRED'S CHOICE |
| Serial Number: | 85819068 | GREEN GARUDA |
| Serial Number: | 85463194 | GREEN KARMA |
| Serial Number: | 85602845 | GREEN KB-90 |
| Serial Number: | 85362616 | HAVANA BLOSSOM |
| Serial Number: | 78051649 | HAVANA BLOSSOM |
| Serial Number: | 78052087 | HAVANA BLOSSOM |
| Serial Number: | 73459744 | HAVANA BLOSSOM FRESHER & TASTIER |
| Serial Number: | 85247249 | HOME RUN |
| Serial Number: | 85267046 | KEY STONE |
| Serial Number: | 74388138 | L-50 |

| | | |
|----------------|----------|--|
| | 86079358 | LONE STAR |
| Serial Number: | 78251295 | LONE STAR |
| Serial Number: | 77496356 | LONE STAR |
| Serial Number: | 78937817 | MOONSHINE BLEND |
| Serial Number: | 75906718 | NATIONAL TOBACCO |
| Serial Number: | 76115467 | NATIONAL TOBACCO |
| Serial Number: | 78635724 | NUMBER 2 |
| Serial Number: | 78635739 | NUMBER 2 |
| Serial Number: | 85386151 | OLD HILLSIDE |
| Serial Number: | 78494640 | OLD HILLSIDE |
| Serial Number: | 85386745 | OUR PRIDE |
| Serial Number: | 78494888 | OUR PRIDE |
| Serial Number: | 77136693 | QUALITY MADE IT FAMOUS |
| Serial Number: | 77616323 | QUALITY MADE IT FAMOUS BEECH NUT EST 189 |
| Serial Number: | 77663841 | RED CAP |
| Serial Number: | 85721610 | RED CAP |
| Serial Number: | 85241976 | RED SUPREME |
| Serial Number: | 86079355 | RIPTIDE |
| Serial Number: | 77531407 | RIPTIDE |
| Serial Number: | 85387010 | RIPTIDE |
| Serial Number: | 86084458 | RIPTIDE |
| Serial Number: | 77659204 | RIPTIDE |
| Serial Number: | 77238249 | RIVERMONT |
| Serial Number: | 85353760 | ROCK CASTLE |
| Serial Number: | 85247257 | SEQUOIA |
| Serial Number: | 85944111 | STOKER'S |
| Serial Number: | 78635666 | STOKER'S |
| Serial Number: | 75113412 | STOKER'S |
| Serial Number: | 75634673 | STOKER'S CLASSIC |
| Serial Number: | 86071581 | STOKER'S COUNTRY |
| Serial Number: | 78635752 | STOKER'S NUMBER 2 |
| Serial Number: | 77590491 | STOKER'S SINCE 1940 |
| Serial Number: | 85562427 | STOKER'S SNUFF |
| Serial Number: | 85360321 | STRAIGHT UP |
| Serial Number: | 85360310 | STRAIGHT UP |

TRADEMARK
REEL: 005193 FRAME: 0579

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|----------------|----------|-----------------------------|
| | 78937835 | SWEET 'N SMOKEY |
| Serial Number: | 74388131 | TENNESSEE CHEW |
| Serial Number: | 78959906 | TENNESSEE CHEW |
| Serial Number: | 75821172 | TEQUILA SUNRISE |
| Serial Number: | 86079314 | THUNDER BAY |
| Serial Number: | 85198049 | THUNDER BAY |
| Serial Number: | 75906667 | TROPHY |
| Serial Number: | 75906568 | TROPHY |
| Serial Number: | 74272473 | TROPHY THE SPORTSMAN'S CHEW |
| Serial Number: | 77616321 | |
| Serial Number: | 75906671 | |
| Serial Number: | 76115206 | |
| Serial Number: | 78117608 | |
| Serial Number: | 78117614 | |
| Serial Number: | 78117624 | |
| Serial Number: | 78635686 | NO. 1 |
| Serial Number: | 86100086 | STOKERSSNUFF.COM |

CORRESPONDENCE DATA

Fax Number: 2022825100
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 202-282-5202
Email: eanderson@winston.com
Correspondent Name: WINSTON & STRAWN LLP
Address Line 1: 1700 K STREET, N.W.
Address Line 2: ALLAN A. FANUCCI
Address Line 4: WASHINGTON, DISTRICT OF COLUMBIA 20006-3817

| | |
|-------------------------|--------------------|
| ATTORNEY DOCKET NUMBER: | 150024-7081 |
| NAME OF SUBMITTER: | Allan A. Fanucci |
| Signature: | /Allan A. Fanucci/ |
| Date: | 01/15/2014 |

Total Attachments: 48
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TRADEMARK SECURITY AGREEMENT

This TRADEMARK SECURITY AGREEMENT (this “Trademark Security Agreement”) is made this 13th day of January, 2014, by and among Grantors listed on the signature pages hereof (collectively, jointly and severally, “Grantors” and each individually “Grantor”), and **WELLS FARGO BANK, NATIONAL ASSOCIATION**, a national banking association (“Wells Fargo”), in its capacity as agent for the Lenders and the other Secured Parties (in such capacity, together with its successors and assigns in such capacity, “Agent”).

WITNESSETH:

WHEREAS, pursuant to that certain Revolving Credit Agreement dated as of January 13, 2014 (as amended, restated, supplemented, or otherwise modified from time to time, the “Credit Agreement”) by and among NATC HOLDING COMPANY, INC. (“Holdings”), NORTH ATLANTIC TRADING COMPANY, INC. (“Borrower”), the lenders party thereto as “Lenders” (each of such Lenders, together with its successors and assigns, is referred to hereinafter as a “Lender”) and Agent, the Lenders have agreed to make certain financial accommodations available to the Borrower from time to time pursuant to the terms and conditions thereof; and

WHEREAS, the Lenders and the other Secured Parties are willing to make the financial accommodations to the Borrower as provided for in the Credit Agreement, the other Loan Documents, and the Bank Product Agreements, but only upon the condition, among others, that Grantors shall have executed and delivered to Agent, for the benefit of the Secured Parties, that certain Guaranty and Security Agreement, dated as of January 13, 2014 (including all annexes, exhibits or schedules thereto, as from time to time amended, restated, supplemented or otherwise modified, the “Guaranty and Security Agreement”); and

WHEREAS, pursuant to the Guaranty and Security Agreement, Grantors are required to execute and deliver to Agent, for the benefit of the Secured Parties, this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and mutual covenants herein contained and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each Grantor hereby agrees as follows:

1. **DEFINED TERMS.** All initially capitalized terms used but not otherwise defined herein have the meanings given to them in the Guaranty and Security Agreement or, if not defined therein, in the Credit Agreement, and this Trademark Security Agreement shall be subject to the rules of construction set forth in Section 1(b) of the Guaranty and Security Agreement, which rules of construction are incorporated herein by this reference, *mutatis mutandis*.

2. **GRANT OF SECURITY INTEREST IN TRADEMARK COLLATERAL.** Each Grantor hereby unconditionally grants, assigns, and pledges to Agent, for the benefit of each of the Secured Parties, to secure the Secured Obligations, a continuing security interest (referred to in this Trademark Security Agreement as the “Security Interest”) in all of such Grantor’s right, title and interest in and to the following, whether now owned or hereafter acquired or arising and wherever located (collectively, the “Trademark Collateral”):

all domestic, foreign and multinational trademarks, service marks, trade names, corporate names, company names, business names, fictitious business names, trade dress, trade styles, logos, Internet domain names, other indicia of origin or source identification, and general intangibles of a like nature, whether registered or unregistered, and with respect to any and all of the foregoing:

(i) all registrations and applications for registration thereof including, without limitation, the registrations and applications listed in Schedule I attached hereto,

(ii) all extension and renewals thereof,

(iii) all of the goodwill of the business connected with the use of and symbolized by any of the foregoing,

(iv) all rights to sue or otherwise recover for any past, present and future infringement, dilution, or other violation thereof,

(v) all Proceeds of the foregoing, including, without limitation, license fees, royalties, income, payments, claims, damages and proceeds of suit now or hereafter due and/or payable with respect thereto, and

(vi) all other rights of any kind accruing thereunder or pertaining thereto throughout the world.

Notwithstanding anything herein to the contrary, in no event shall the Trademark Collateral include or the security interest granted hereunder attach to any "intent-to-use" trademark application to the extent that, and solely during the period in which, the grant of a security interest therein would impair the validity or enforceability of any registration issuing from such intent-to-use trademark application under applicable federal law, provided that upon filing with the United States Patent and Trademark Office of an amendment to allege use pursuant to 15 U.S.C. § 1051(c) or a statement of use under 15 U.S.C. § 1051(d) (or any successor provisions), such intent-to-use application shall be considered Trademark Collateral.

3. SECURITY FOR SECURED OBLIGATIONS. This Trademark Security Agreement and the Security Interest created hereby secures the payment and performance of the Secured Obligations, whether now existing or arising hereafter. Without limiting the generality of the foregoing, this Trademark Security Agreement secures the payment of all amounts which constitute part of the Secured Obligations and would be owed by Grantors, or any of them, to Agent, the other Secured Parties or any of them, whether or not they are unenforceable or not allowable due to the existence of an Insolvency Proceeding involving any Grantor.

4. SECURITY AGREEMENT. The Security Interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interests granted to Agent, for the benefit of the Secured Parties, pursuant to the Guaranty and Security Agreement. Each Grantor hereby acknowledges and affirms that the rights and remedies of Agent with respect to the Security Interest in the Trademark Collateral made and granted hereby are more fully set forth in the Guaranty and Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein. To the extent there is any inconsistency between this Trademark Security Agreement and the Guaranty and Security Agreement, the Guaranty and Security Agreement shall control.

5. COUNTERPARTS. This Trademark Security Agreement is a Loan Document. This Trademark Security Agreement may be executed in any number of counterparts and by different parties on separate counterparts, each of which, when executed and delivered, shall be deemed to be an original, and all of which, when taken together, shall constitute but one and the same Trademark Security Agreement. Delivery of an executed counterpart of this Trademark Security Agreement by telefacsimile or other electronic method of transmission shall be equally as effective as delivery of an original executed counterpart of this Trademark Security Agreement. Any party delivering an executed counterpart of this Trademark Security Agreement by telefacsimile or other electronic method of transmission also shall

deliver an original executed counterpart of this Trademark Security Agreement but the failure to deliver an original executed counterpart shall not affect the validity, enforceability, and binding effect of this Trademark Security Agreement.

6. CHOICE OF LAW AND VENUE, JURY TRIAL WAIVER, AND JUDICIAL REFERENCE PROVISION. THIS TRADEMARK SECURITY AGREEMENT SHALL BE SUBJECT TO THE PROVISIONS REGARDING CHOICE OF LAW AND VENUE, JURY TRIAL WAIVER, AND JUDICIAL REFERENCE SET FORTH IN SECTION 29 OF THE GUARANTY AND SECURITY AGREEMENT, AND SUCH PROVISIONS ARE INCORPORATED HEREIN BY THIS REFERENCE, *MUTATIS MUTANDIS*.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, the parties hereto have caused this Trademark Security Agreement to be executed and delivered as of the day and year first above written.

GRANTORS:

**NORTH ATLANTIC OPERATING
COMPANY, INC.**

By: _____

Name: Brian C. Harriss

Title: Senior Vice President and Chief
Financial Officer

NATIONAL TOBACCO COMPANY, L.P.

By: _____

Name: Brian C. Harriss

Title: Senior Vice President and Chief
Financial Officer

[SIGNATURE PAGE TO TRADEMARK SECURITY AGREEMENT]

**TRADEMARK
REEL: 005193 FRAME: 0585**

AGENT:

ACCEPTED AND ACKNOWLEDGED BY:

WELLS FARGO BANK, NATIONAL
ASSOCIATION, a national banking
association

By: Megan E. Enlow
Name: Megan E. Enlow
Title: Vice President

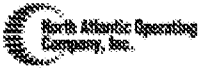
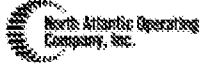
[SIGNATURE PAGE TO TRADEMARK SECURITY AGREEMENT]


TRADEMARK
REEL: 005193 FRAME: 0586


North Atlantic Operating Company, Inc.

Trademark Registrations and
Applications

| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|--|--|---|---|
| <p>MARKET MASTER</p> <p><u>Serial No.:</u> 78/264,327</p> <p><u>Reg. No.:</u> 2,850,959</p> | <p><u>First Use:</u> April 2, 2003</p> <p><u>Filed:</u> June 19, 2003</p> <p><u>Published:</u> March 16, 2004</p> <p><u>Registered:</u> June 8, 2004</p> <p><u>Registered 8 & 15:</u> July 3, 2010</p> | <p><u>International Class 20:</u></p> <p>Point of purchase displays</p> | <p>North Atlantic Operating Company, Inc. 5201 Interchange Way Louisville, KY 40229</p> |
| <p>NORTH ATLANTIC OPERATING COMPANY</p> <p><u>Serial No.:</u> 76/115,213</p> <p><u>Reg. No.:</u> 2,610,473</p> <p><u>Disclaimer:</u> "OPERATING COMPANY"</p> | <p><u>First Use:</u> November 1, 1997</p> <p><u>Filed:</u> August 24, 2000</p> <p><u>Published:</u> July 24, 2001</p> <p><u>Allowed:</u> October 16, 2001</p> <p><u>Registered:</u> August 20, 2002</p> <p><u>Renewed:</u> August 20, 2012</p> | <p><u>International Class 34:</u></p> <p>smoking tobacco, cigarette papers, cigarette tubes, lighters not of precious metal, cigarette rolling machines, cigarette injection machines, cigarettes, cigars</p> | <p>North Atlantic Operating Company, Inc. 5201 Interchange Way Louisville, KY 40229</p> |
| <p>NORTH ATLANTIC OPERATING COMPANY</p> <p><u>Serial No.:</u> 78/091,719</p> <p><u>Reg No.:</u> 2,635,446</p> <p><u>Disclaimer:</u> "OPERATING COMPANY, INC."</p> | <p><u>First Use:</u> November 1, 1997</p> <p><u>Filed:</u> November 5, 2001</p> <p><u>Published:</u> July 23, 2002</p> <p><u>Registered:</u> October 15, 2002</p> <p><u>Renewed:</u> December 28, 2011</p> | <p><u>International Class 35:</u></p> <p>Distributorships in the field of tobacco products and smokers accessories</p> | <p>North Atlantic Operating Company, Inc. 5201 Interchange Way Louisville, KY 40229</p> |

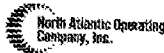
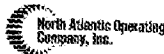
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| <p>NORTH ATLANTIC OPERATING COMPANY, INC. & Design</p>  <p><u>Serial No.:</u> 78/092,299</p> <p><u>Reg. No.:</u> 2,664,695</p> <p><u>Disclaimer:</u> "OPERATING COMPANY, INC."</p> | <p><u>First Use:</u> January 7, 2002</p> <p><u>Filed:</u> November 8, 2001</p> <p><u>Published:</u> June 4, 2002</p> <p><u>Allowed:</u> August 27, 2002</p> <p><u>Registered:</u> December 17, 2002</p> <p><u>Renewed:</u> December 17, 2012</p> | <p><u>International Class 34:</u> smoking tobacco, cigarette papers, cigarette tubes , lighters not of precious metal, cigarette rolling machines, cigarette injection machines, cigarettes, cigars</p> | <p>North Atlantic Operating Company, Inc. 5201 Interchange Way Louisville, KY 40229</p> |
| <p>NORTH ATLANTIC OPERATING COMPANY, INC. & Design</p>  <p><u>Serial No.:</u> 78/092,298</p> <p><u>Reg. No.:</u> 2,664,694</p> <p><u>Disclaimer:</u> "OPERATING COMPANY, INC."</p> | <p><u>First Use:</u> January 7, 2002</p> <p><u>Filed:</u> November 8, 2001</p> <p><u>Published:</u> June 4, 2002</p> <p><u>Allowed:</u> August 27, 2002</p> <p><u>Registered:</u> December 17, 2002</p> <p><u>Renewed:</u> December 17, 2012</p> | <p><u>International Class 35:</u> Distributorships in the field of tobacco products and smokers accessories</p> | <p>North Atlantic Operating Company, Inc. 5201 Interchange Way Louisville, KY 40229</p> |
| <p>ZIG ZAG</p> <p><u>Serial No.:</u> 73/085,295</p> <p><u>Reg. No.:</u> 1,133,291</p> | <p><u>First Use:</u> May, 1971</p> <p><u>In Commerce:</u> July 1, 1971</p> <p><u>Filed:</u> April 27, 1976</p> <p><u>Published:</u> December 25, 1979</p> <p><u>Registered:</u> April 15, 1980</p> <p><u>Renewed:</u> April 15, 2010</p> | <p><u>International Class 34:</u> Cigars</p> | <p>North Atlantic Operating Company, Inc. 5201 Interchange Way Louisville, KY 40229</p> |

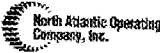
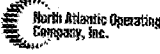
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|--|---|---|---|
| <p>ZIG ZAG</p> <p><u>Serial No.:</u> 73/628,858</p> <p><u>Reg. No.:</u> 1,472,580</p> | <p><u>First Use:</u> October 6, 1986</p> <p><u>Filed:</u> November 6, 1986</p> <p><u>Published:</u> October 20, 1987</p> <p><u>Registered:</u> January 12, 1988</p> <p><u>Renewed:</u> January 12, 2008</p> | <p><u>International Class 34:</u></p> <p>Cigarette tobacco</p> | <p>North Atlantic Operating Company, Inc. 5201 Interchange Way Louisville, KY 40229</p> |
| <p>ZIG ZAG & Design</p>  <p><u>Serial No.:</u> 85/414,445</p> | <p><u>Filed:</u> September 2, 2011</p> <p><u>Published:</u> February 12, 2013</p> | <p><u>International Class 34:</u></p> <p>Loose tobacco, cigars, cigarillos, chewing tobacco, snuff, cigarettes, cigar wraps</p> | <p>North Atlantic Operating Company, Inc. 5201 Interchange Way Louisville, KY 40229</p> |
| <p>ZIG ZAG CLASSIC AMERICAN BLEND</p> <p><u>Serial No.:</u> 78/084,504</p> <p><u>Reg. No.:</u> 2,780,643</p> <p><u>Disclaimer:</u> "AMERICAN BLEND"</p> | <p><u>First Use:</u> March, 1999</p> <p><u>Filed:</u> September 19, 2001</p> <p><u>Published:</u> October 1, 2002</p> <p><u>Allowed:</u> December 24, 2002</p> <p><u>Registered:</u> November 4, 2003</p> <p><u>Renewed:</u> November 4, 2013</p> | <p><u>International Class 35:</u></p> <p>Smoking tobacco</p> | <p>North Atlantic Operating Company, Inc. 5201 Interchange Way Louisville, KY 40229</p> |
| <p>ZIGARETTES</p> <p><u>Serial No.:</u> 85/431,822</p> <p><u>Reg. No.:</u> 4,135,544</p> | <p><u>First Use:</u> October 17, 2011</p> <p><u>Filed:</u> September 26, 2011</p> <p><u>Published:</u> February 14, 2012</p> <p><u>Registered:</u> May 1, 2012</p> | <p><u>International Class 34:</u></p> <p>Cigarette cases</p> | <p>North Atlantic Operating Company, Inc. 5201 Interchange Way Louisville, KY 40229</p> |

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| <p>ZIGARI</p> <p><u>Serial No.:</u> 85/289,914</p> <p><u>Reg. No.:</u> 4,144,091</p> | <p><u>First Use:</u> January 27, 2012</p> <p><u>Filed:</u> April 8, 2011</p> <p><u>Published:</u> August 16, 2011</p> <p><u>Allowed:</u> October 11, 2011</p> <p><u>Registered:</u> May 15, 2012</p> | <p><u>International Class 34:</u> Cigars; smoking tobacco; tobacco</p> | <p>North Atlantic Operating Company, Inc. 5201 Interchange Way Louisville, KY 40229</p> |
| <p>ZIG-ZAG</p> <p><u>Serial No.:</u> 85/652,888</p> | <p><u>Filed:</u> June 15, 2012</p> <p><u>Published:</u> November 13, 2012</p> <p><u>Allowed:</u> January 8, 2013</p> | <p><u>International Class 34:</u> Cigarettes</p> | <p>North Atlantic Operating Co., Inc. 5201 Interchange Way Louisville, KY 40229</p> |
| <p>ZIG-ZAG</p> <p><u>Serial No.:</u> 77/367,950</p> <p><u>Reg. No.:</u> 3,867,900</p> | <p><u>First Use:</u> May, 1971</p> <p><u>In Commerce:</u> July 1, 1971</p> <p><u>Filed:</u> January 9, 2008</p> <p><u>Published:</u> December 23, 2008</p> <p><u>Allowed:</u> March 17, 2009</p> <p><u>Registered:</u> October 26, 2010</p> | <p><u>International Class 34:</u> Cigars</p> | <p>North Atlantic Operating Company, Inc. 5201 Interchange Way Louisville, KY 40229</p> |
| <p>ZIG-ZAG & Design</p>  <p>ZIG-ZAG</p> <p><u>Serial No.:</u> 74/250,904</p> <p><u>Reg. No.:</u> 1,775,416</p> | <p><u>First Use:</u> May 9, 1991</p> <p><u>Filed:</u> March 2, 1992</p> <p><u>Published:</u> March 16, 1993</p> <p><u>Registered:</u> June 8, 1993</p> <p><u>Renewed:</u> June 8, 2013</p> | <p><u>International Class 34:</u> Smoking tobacco</p> | <p>North Atlantic Operating Company, Inc. 5201 Interchange Way Louisville, KY 40229</p> |

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|---|---|---|--|
| ZIG-ZAG GOLD STANDARD <u>Serial No.:</u> 74/673,369 <u>Reg. No.:</u> 2,122,646 | <u>First Use:</u> October 27, 1995 <u>Filed:</u> May 11, 1995 <u>Published:</u> September 30, 1997 <u>Registered:</u> December 23, 1997 <u>Registered 8 & 15:</u> March 29, 2003 | <u>International Class 34:</u> Cigarette tobacco | North Atlantic Operating Company, Inc. 5201 Interchange Way Louisville, KY 40229 |
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Active International Trademark Applications and Registrations

| Country | Mark App. No. Reg. No. | Key Dates | Goods/Services | Owner |
|----------------|---|--|--|--|
| India | NORTH ATLANTIC OPERATING COMPANY, INC. & Design  <u>App. No.:</u> 1096846 <u>Reg. No.:</u> 1096846 | <u>Filed:</u> <u>April 19, 2002</u> <u>Registered:</u> April 19, 2002 | Smoking tobacco, cigarette papers, cigarette tubes, lighters not of precious metal, cigarette rolling machines, cigarette injection machines, cigarettes, cigars | North Atlantic Operating Company, Inc. |
| India | NORTH ATLANTIC OPERATING COMPANY, INC. & Design  <u>App. No.:</u> 1252161 <u>Reg. No.:</u> 1252161 | <u>Filed:</u> <u>November 25, 2003</u> <u>Registered:</u> November 25, 2003 | Distributorships in the field of tobacco products and smokers accessories | North Atlantic Operating Company, Inc. |

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|----------------------------------|--|--|---|---|
| <p>Mexico</p> | <p>NORTH ATLANTIC OPERATING COMPANY, INC. & Design</p>  <p><u>App. No.:</u> 0543184</p> <p><u>Reg. No.:</u> 776905</p> | <p><u>Filed:</u> <u>April 16, 2002</u></p> <p><u>Registered:</u> January 31, 2003</p> | <p>Smoking tobacco, cigarette papers, cigarette tubes, namely, pre-rolled cigarette paper in which tobacco is inserted, lighters not of precious metal, cigarette rolling machines, which can be made of any metal except of precious metal, cigarette injection machines, namely handheld cigarette injection for injection or insertion of tobacco inside the pre-rolled paper for cigarettes, cigarettes, cigars</p> | <p>North Atlantic Operating Company, Inc.</p> |
| <p>Mexico</p> | <p>NORTH ATLANTIC OPERATING COMPANY, INC. & Design</p>  <p><u>App. No.:</u> 0543185</p> <p><u>Reg. No.:</u> 805267</p> | <p><u>Filed:</u> <u>April 16, 2002</u></p> <p><u>Registered:</u> September 1, 2003</p> | <p>Distributorships in the field of tobacco products and smokers accessories</p> | <p>North Atlantic Operating Company, Inc.</p> |
| <p>Dominican Republic</p> | <p>ZZ</p> <p><u>App. No.:</u> 2009-29217</p> <p><u>Reg. No.:</u> 179885</p> | <p><u>Filed:</u> <u>December 28, 2009</u></p> <p><u>Registered:</u> April 15, 2010</p> | <p>Tobacco, articles for smokers, matches, envelope for cigarettes, layers, cigarettes, paper for cigarettes, tobacco to chew, pipes to smoke, pipes for tobacco, tobacco to smoke</p> | <p>North Atlantic Operating Company, Inc.</p> |


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|---------------------------|--|---|--|--|
| Dominican Republic | <u>ZZ</u> <u>App. No.:</u> 2009-29216 <u>Reg. No.:</u> 179883 | <u>Filed:</u> <u>December 28,</u> <u>2009</u> <u>Registered:</u> April 15, 2010 | Paper, cardboard and articles of this matter, products of the press, stack of papers and photographs | North Atlantic Operating Company, Inc. |
| Belize | ZIG-ZAG <u>App. No.:</u> Forthcoming | <u>Filed:</u> | International Class 34 | North Atlantic Operating Company, Inc. |
| Canada | OLD HILLSIDE <u>App. No.:</u> 1393674 <u>Reg. No.:</u> TMA796,245 | <u>Filed:</u> <u>April 30, 2008</u> <u>Registered:</u> <u>April 27, 2011</u> | Tobacco | North Atlantic Operating Company, Inc. |
| Dominican Republic | ZIG-ZAG <u>App. No.:</u> 62/2010 | <u>Filed:</u> <u>March 18, 2010</u> | International Class 34 | North Atlantic Operating Company, Inc. |
| El Salvador | ZIG-ZAG <u>App. No.:</u> 2009097505 <u>Reg. No.:</u> 00027 | <u>Filed:</u> <u>November 23,</u> <u>2009</u> <u>Registered:</u> <u>November 11,</u> <u>2010</u> | International Class 34 | North Atlantic Operating Company, Inc. |
| Guatemala | ZIG-ZAG <u>App. No.:</u> M-008068-2009 | <u>Filed:</u> <u>November 24,</u> <u>2009</u> | International Class 34 | North Atlantic Operating Company, Inc. |
| Haiti | ZIG-ZAG <u>App. No.:</u> 1411-E | <u>Filed:</u> <u>November 25,</u> <u>2009</u> | International Class 34 | North Atlantic Operating Company, Inc. |
| Honduras | ZIG-ZAG <u>App. No.:</u> 85320323 <u>Reg. No.:</u> 1185411 | <u>Filed:</u> <u>November 23,</u> <u>2009</u> <u>Registered:</u> <u>December 29,</u> <u>2011</u> | International Class 34 | North Atlantic Operating Company, Inc. |
| Nicaragua | ZIG-ZAG <u>App. No.:</u> 2009-03254 | <u>Filed:</u> <u>November 24,</u> <u>2009</u> | International Class 34 | North Atlantic Operating Company, Inc. |



National Tobacco Company, L.P.
 Trademark Registration and Applications

December 15, 2013


| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|---|--|--|--|
| 24C <u>Serial No.:</u> 74/388,134 <u>Reg. No.:</u> 1,817,067 | First Use: January 1, 1968 Filed: May 10, 1993 Published: October 26, 1993 Registered: January 18, 1994 Renewed: January 18, 2014 | <u>International Class 34:</u> Chewing tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| 24C CLASSIC <u>Serial No.:</u> 77/321,289 <u>Reg. No.:</u> 3,683,734 | First Use: September 30, 1999 Filed: November 5, 2007 Published: April 15, 2008 Allowed: August 12, 2008 Registered: September 15, 2009 | <u>International Class 34:</u> Chewing tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| 24-M <u>Serial No.:</u> 85/363,880 <u>Reg. No.:</u> 4,102,075 | First Use: March 1, 1990 <u>Filed:</u> July 6, 2011 <u>Published:</u> December 6, 2011 <u>Registered:</u> February 21, 2012 | <u>International Class 34:</u> Chewing tobacco; smokeless tobacco; tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |


| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|--|---|--|--|
| A GREAT CHEW AT A FAIR PRICE <u>Serial No.:</u> 85/645,724 <u>Reg. No.:</u> 4,282,388 <u>Disclaimer:</u> "GREAT CHEW" | <u>First Use:</u> February 24, 2012 <u>Filed:</u> June 7, 2012 <u>Published:</u> November 13, 2012 <u>Registered:</u> January 29, 2013 | <u>International Class 34:</u> Chewing tobacco; smokeless tobacco; tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| A GREAT DIP AT A FAIR PRICE <u>Serial No.:</u> 85/272,349 <u>Reg. No.:</u> 4,081,343 <u>Disclaimer:</u> "GREAT DIP" | <u>First Use:</u> October 11, 2011 <u>Filed:</u> March 21, 2011 <u>Published:</u> July 26, 2011 <u>Allowed:</u> September 20, 2011 <u>Registered:</u> January 3, 2012 | <u>International Class 34:</u> Smokeless tobacco; snuff; tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| BEECH-NUT <u>Serial No.:</u> 72-327829 <u>Reg. No.:</u> 896,764 | <u>First Use:</u> 1897 <u>Filed:</u> May 21, 1969 <u>Published:</u> June 2, 1970 <u>Registered:</u> August 18, 1970 <u>Renewed:</u> August 18, 2010 | <u>International Class 34:</u> cigarette and chewing tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |


| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|--|---|--|--|
| BEECH-NUT & Design  <u>Serial No.:</u> 73/273,544 <u>Reg. No.:</u> 1,208,850 | <u>First Use:</u> 1968 <u>Filed:</u> August 7, 1980 <u>Published:</u> June 15, 1982 <u>Registered:</u> September 14, 1982 <u>Renewed:</u> September 14, 2012 | <u>International Class 34:</u> Chewing tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| BIG RED <u>Serial No.:</u> 77/804,794 <u>Reg. No.:</u> 4,164,901 | <u>First Use:</u> October 6, 2011 <u>Filed:</u> August 14, 2009 <u>Published:</u> January 5, 2010 <u>Allowed:</u> March 30, 2010 <u>Registered:</u> June 26, 2012 | <u>International Class 34:</u> Chewing tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| BIG RED <u>Serial No.:</u> 85/386,063 <u>Reg. No.:</u> 4,313,846 | <u>First Use:</u> January 8, 2013 <u>Filed:</u> August 1, 2011 <u>Published:</u> December 13, 2011 <u>Allowed:</u> February 7, 2012 <u>Registered:</u> April 2, 2013 | <u>International Class 34:</u> Cigars; smoking tobacco; tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |

| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|--|--|--|---|
| BIG RED & Design  Serial No.: 85/639,311 | <u>Filed:</u> May 31, 2012 <u>Published:</u> July 31, 2012 <u>Allowed:</u> September 25, 2012 | <u>International Class 34:</u> Smokeless tobacco; snuff; tobacco | National Tobacco Company, L.P., 5201 Interchange Way Louisville, KY 40229 |
| BIG RED & Design  Serial No.: 85/883,896 Reg. No.: 4,432,045 | <u>First Use:</u> January 8, 2013 <u>Filed:</u> March 22, 2013 <u>Published:</u> August 27, 2013 <u>Registered:</u> November 12, 2013 | <u>International Class 34:</u> Cigars; smoking tobacco; tobacco | National Tobacco Company, L.P., 5201 Interchange Way Louisville, KY 40229 |
| BLACK CANE Serial No.: 85/400,359 Reg. No.: 4,321,666 | <u>First Use:</u> August 21, 2012 <u>Filed:</u> August 17, 2011 <u>Published:</u> November 29, 2011 <u>Allowed:</u> August 21, 2012 <u>Registered:</u> April 16, 2013 | <u>International Class 34:</u> Smoking tobacco; tobacco; tobacco, namely, cigars | National Tobacco Company, L.P., 5201 Interchange Way Louisville, KY 40229 |
| BLACK LIGHTNING Serial No.: 85/819,060 | <u>Filed:</u> January 9, 2013 <u>Published:</u> April 9, 2013 <u>Allowed:</u> June 4, 2013 | <u>International Class 34:</u> Cigarillos; smoking tobacco; tobacco | National Tobacco Company, L.P., 5201 Interchange Way Louisville, KY 40229 |



| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|--|--|--|--|
| <p>BLACK STINGER</p> <p><u>Serial No.:</u> 85/475,160</p> <p><u>Reg. No.:</u> 4,227,611</p> | <p><u>First Use:</u> August 21, 2012</p> <p><u>Filed:</u> November 17, 2011</p> <p><u>Published:</u> March 27, 2012</p> <p><u>Allowed:</u> May 22, 2012</p> <p><u>Registered:</u> October 16, 2012</p> | <p><u>International Class 34:</u></p> <p>Cigars; smoking tobacco; tobacco</p> | <p>National Tobacco Company, L.P., 5201 Interchange Way Louisville, KY 40229</p> |
| <p>DURANGO</p> <p><u>Serial No.:</u> 86/012,305</p> | <p><u>Filed:</u> July 17, 2013</p> | <p><u>International Class 1:</u></p> <p>Cartridges sold filled with propylene glycol for electronic cigarettes; cartridges sold filled with vegetable glycerin for electronic cigarettes</p> <p><u>International Class 9:</u></p> <p>Electronic cigarette batteries</p> <p><u>International Class 30:</u></p> <p>Cartridges sold filled with chemical flavorings in liquid form for electronic cigarettes; chemical flavorings in liquid form used to refill electronic cigarette cartridges</p> <p><u>International Class 34:</u></p> <p>Electronic cigarettes; disposable electronic cigarettes; electronic cigarette flavor cartridges sold empty</p> | <p>National Tobacco Company, L.P., 5201 Interchange Way Louisville, KY 40229</p> |

| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|--|---|---|--|
| DURANGO <u>Serial No.:</u> 75/906,407 <u>Reg. No.:</u> 2,518,530 | <u>First Use:</u> March 3, 1998 <u>Filed:</u> January 31, 2000 <u>Published:</u> April 24, 2001 <u>Allowed:</u> July 17, 2001 <u>Registered:</u> December 11, 2001 <u>Renewed:</u> December 11, 2011 | <u>International Class 34:</u> Chewing tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| DURANGO <u>Serial No.:</u> 77/496,351 <u>Reg. No.:</u> 4,118,850 | <u>First Use:</u> March 3, 1998 <u>Filed:</u> June 11, 2008 <u>Published:</u> November 10, 2009 <u>Allowed:</u> February 2, 2010 <u>Registered:</u> March 27, 2012 | <u>International Class 34:</u> Smokeless tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| DURANGO (Stylized)  <u>Serial No.:</u> 76/361,255 <u>Reg. No.:</u> 2,624,913 | <u>First Use:</u> March 3, 1998 <u>Filed:</u> January 23, 2002 <u>Published:</u> July 2, 2002 <u>Registered:</u> September 24, 2002 <u>Renewed:</u> September 24, 2012 | <u>International Class 34:</u> Chewing tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |

| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|---|--|---|--|
| FRED STOKER & SONS, INC. <u>Serial No.:</u> 78/634,570 <u>Reg. No.:</u> 3,250,523 <u>Disclaimer:</u> "& SONS, INC." | <u>First Use:</u> January 1, 1940 <u>Filed:</u> May 23, 2005 <u>Published:</u> March 27, 2007 <u>Registered:</u> June 12, 2007 [To Be Cancelled] | <u>International Class 34:</u> Smokeless and smoking tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| FRED STOKER & SONS, INC. Note: Reigstered only in Tennessee | <u>First Use:</u> January 1, 1985 <u>Registered:</u> November 14, 1986 <u>Renewed:</u> June 3, 1996 <u>Assigned:</u> August 30, 2006 | | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| FRED STOKER & SONS, INC. & Design  <u>Serial No.:</u> 74/388,137 <u>Reg. No.:</u> 1,904,573 <u>Disclaimer:</u> "INC." | <u>First Use:</u> October 12, 1987 <u>Filed:</u> May 10, 1993 <u>Published:</u> April 18, 1995 <u>Registered:</u> July 11, 1995 <u>Renewed:</u> July 11, 2005 | <u>International Class 34:</u> Smokeless and smoking tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |

| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|--|---|--|--|
| FRED'S CHOICE <u>Serial No.:</u> 75/745,913 <u>Reg. No.:</u> 2,740,903 | <u>First Use:</u> January, 1993 <u>Filed:</u> July 9, 1999 <u>Published:</u> November 28, 2000 <u>Registered:</u> July 29, 2003 <u>Renewed:</u> July 29, 2013 | <u>International Class 34:</u> Smokeless and smoking tobaccos | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| FRED'S CHOICE (Stylized)  <u>Serial No.:</u> 78/232,275 <u>Reg. No.:</u> 3,093,811 | <u>First Use:</u> March 31, 2004 <u>Filed:</u> April 1, 2003 <u>Published:</u> May 24, 2005 <u>Allowed:</u> August 16, 2005 <u>Registered:</u> May 16, 2006 <u>Registered 8 & 15:</u> August 9, 2011 | <u>International Class 34:</u> Smokeless and smoking tobaccos | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| GREEN GARUDA <u>Serial No.:</u> 85/819,068 <u>Disclaimer:</u> "GREEN" | <u>Filed:</u> January 9, 2013 <u>Published:</u> April 9, 2013 <u>Allowed:</u> June 4, 2013 | <u>International Class 34:</u> Cigarillos; smoking tobacco; tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |

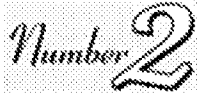
| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|--|--|---|---|
| GREEN KARMA <u>Serial No.:</u> 85/463,194 <u>Reg. No.:</u> 4,243,368 <u>Disclaimer:</u> "GREEN" | <u>First Use:</u> August 21, 2012 <u>Filed:</u> November 3, 2011 <u>Published:</u> July 10, 2012 <u>Allowed:</u> September 4, 2012 <u>Registered:</u> November 13, 2012 | <u>International Class 34:</u> Cigars; smoking tobacco; tobacco | National Tobacco Company, L.P., 5201 Interchange Way Louisville, KY 40229 |
| GREEN KB-90 <u>Serial No.:</u> 85/602,845 <u>Reg. No.:</u> 4,251,655 <u>Disclaimer:</u> "GREEN" | <u>First Use:</u> August 21, 2012 <u>Filed:</u> April 19, 2012 <u>Published:</u> August 14, 2012 <u>Allowed:</u> October 9, 2012 <u>Registered:</u> November 27, 2012 | <u>International Class 34:</u> Cigars; smoking tobacco; tobacco | National Tobacco Company, L.P., 5201 Interchange Way Louisville, KY 40229 |
| HAVANA BLOSSOM <u>Serial No.:</u> 85/362,616 | <u>First Use:</u> December 31, 1899 <u>Filed:</u> July 4, 2011 | <u>International Class 34:</u> (Based on use in commerce) smokeless tobacco; tobacco(based on intent to use) cigars; smoking tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |

| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|--|---|---|--|
| HAVANA BLOSSOM <u>Serial No.:</u> 78/051,649 <u>Reg. No.:</u> 2,594,416 | <u>First Use:</u> December 31, 1899 <u>Filed:</u> March 6, 2001 <u>Published:</u> April 23, 2002 <u>Registered:</u> July 16, 2002 <u>Renewed Principal Register - Sec. 2(F):</u> July 16, 2012 | <u>International Class 34:</u> Chewing tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| HAVANA BLOSSOM (Stylized)  <u>Serial No.:</u> 78/052,087 <u>Reg. No.:</u> 2,588,575 | <u>First Use:</u> May 31, 1964 <u>Filed:</u> March 8, 2001 <u>Published:</u> April 9, 2002 <u>Registered:</u> July 2, 2002 <u>Renewed Principal Register - Sec. 2(F):</u> July 2, 2012 | <u>International Class 34:</u> Chewing tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| HAVANA BLOSSOM FRESHER & TASTIER & Design  <u>Serial No.:</u> 73-459744 <u>Reg. No.:</u> 1,358,381 <u>Disclaimer:</u> "HAVANA" AND "FRESHER & TASTIER" | <u>First Use:</u> May, 1964 <u>Filed:</u> January 6, 1984 <u>Published:</u> June 25, 1985 <u>Registered:</u> September 3, 1985 <u>Renewed:</u> September 3, 2005 | <u>International Class 34:</u> Chewing tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |

| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|---|--|--|---|
| HOME RUN <u>Serial No.:</u> 85/247,249 <u>Reg. No.:</u> 4,147,583 | <u>First Use:</u> January 27, 2012 <u>Filed:</u> February 21, 2011 <u>Published:</u> June 28, 2011 <u>Allowed:</u> August 23, 2011 <u>Registered:</u> May 22, 2012 | <u>International Class 34:</u> Cigars; tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| KEY STONE <u>Serial No.:</u> 85/267,046 <u>Reg. No.:</u> 4,147,663 | <u>First Use:</u> January 27, 2012 <u>Filed:</u> March 15, 2011 <u>Published:</u> July 5, 2011 <u>Allowed:</u> August 30, 2011 <u>Registered:</u> May 22, 2012 | <u>International Class 34:</u> Cigars; smoking tobacco; tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| L-50 <u>Serial No.:</u> 74/388,138 <u>Reg. No.:</u> 1,817,068 | <u>First Use:</u> January 13, 1986 <u>Filed:</u> May 10, 1993 <u>Published:</u> October 26, 1993 <u>Registered:</u> January 18, 1994 <u>Renewed:</u> January 18, 2014 | <u>International Class 34:</u> Chewing tobacco | National Tobacco Company, L.P., 5201 Interchange Way Louisville, KY 40229 |



| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|---|---|---|---|
| LONE STAR <u>Serial No.:</u> 86/079,358 | <u>Filed:</u> October 1, 2013 <u>Published:</u> December 31, 2013 | <u>International Class 1:</u> Cartridges sold filled with propylene glycol for electronic cigarettes; cartridges sold filled with vegetable glycerin for electronic cigarettes <u>International Class 9:</u> Electronic cigarette batteries <u>International Class 30:</u> Cartridges sold filled with chemical flavorings in liquid form for electronic cigarettes; chemical flavorings in liquid form used to refill electronic cigarette cartridges <u>International Class 34:</u> Electronic cigarettes; disposable electronic cigarettes; electronic cigarette flavor cartridges sold empty | National Tobacco Company, L.P., 5201 Interchange Way Louisville, KY 40229 |
| LONE STAR <u>Serial No.:</u> 78/251,295 <u>Reg. No.:</u> 2,911,785 | <u>First Use:</u> July 2, 2004 <u>In Commerce:</u> July 8, 2004 <u>Filed:</u> May 18, 2003 <u>Published:</u> December 9, 2003 <u>Allowed:</u> March 2, 2004 <u>Registered:</u> December 14, 2004 <u>Registered &</u> <u>Accepted:</u> July 16, 2011 | <u>International Class 34:</u> cigarettes, tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |

| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|---|--|--|--|
| LONE STAR <u>Serial No.:</u> 77/496,356 <u>Reg. No.:</u> 4,146,922 | <u>First Use:</u> January 27, 2012 <u>Filed:</u> June 11, 2008 <u>Published:</u> July 21, 2009 <u>Allowed:</u> October 13, 2009 Registered: May 22, 2012 | <u>International Class 34:</u> Cigars; smoking tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| MOONSHINE BLEND <u>Serial No.:</u> 78/937,817 <u>Reg. No.:</u> 3,332,794 <u>Disclaimer:</u> "BLEND" | <u>First Use:</u> October 18, 2006 <u>Filed:</u> July 26, 2006 <u>Published:</u> February 20, 2007 <u>Allowed:</u> May 15, 2007 <u>Registered:</u> November 6, 2007 <u>Registered 8 & 15:</u> November 13, 2013 | <u>International Class 34:</u> Tobacco, namely, smokeless tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| NATIONAL TOBACCO <u>Serial No.:</u> 75/906,718 <u>Reg. No.:</u> 2,535,562 <u>Disclaimer:</u> "TOBACCO" | <u>First Use:</u> December, 1988 <u>Filed:</u> January 31, 2000 <u>Published:</u> November 13, 2001 <u>Registered:</u> February 5, 2002 <u>Renewed:</u> February 5, 2012 | <u>International Class 34:</u> Chewing tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |


| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|--|--|---|---|
| NATIONAL TOBACCO <u>Serial No.:</u> 76/115,467 <u>Reg. No.:</u> 2,570,970 <u>Disclaimer:</u> "TOBACCO" | <u>First Use:</u> December, 1988 <u>Filed:</u> August 24, 2000 <u>Published:</u> February 26, 2002 <u>Registered:</u> May 21, 2002 <u>Renewed:</u> May 21, 2012 | <u>International Class 35:</u> Distributorships in the field of tobacco products | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| NO. 1 <u>Serial No.:</u> 78/635,686 | <u>First Use:</u> January 1, 1946 <u>Filed:</u> May 24, 2005 <u>Published:</u> February 21, 2006 | <u>International Class 34:</u> Smokeless and smoking tobacco | National Tobacco Company, L.P., 257 Park Avenue South 7th Floor New York, NY 10010 |
| NUMBER 2 <u>Serial No.:</u> 78/635,724 | <u>First Use:</u> March 1, 2000 <u>Filed:</u> May 24, 2005 <u>Published:</u> April 18, 2006 | <u>International Class 34:</u> Smokeless and smoking tobacco | National Tobacco Company, L.P. |
| NUMBER 2 (Stylized)  <u>Serial No.:</u> 78/635,739 | <u>First Use:</u> March 1, 2000 <u>Filed:</u> May 24, 2005 <u>Published:</u> April 18, 2006 | <u>International Class 34:</u> Smokeless and smoking tobacco | National Tobacco Company, L.P. |


| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|--|--|--|---|
| OLD HILLSIDE <u>Serial No.:</u> 85/386,151 <u>Reg. No.:</u> 4,137,041 | <u>First Use:</u> January 10, 2000 <u>Filed:</u> August 1, 2011 <u>Published:</u> November 15, 2011 <u>Allowed:</u> January 10, 2012 <u>Registered:</u> May 1, 2012 | <u>International Class 34:</u> Tobacco; smoking tobacco; cigars | National Tobacco Company, L.P., 5201 Interchange Way Louisville, KY 40229 |
| OLD HILLSIDE <u>Serial No.:</u> 78/494,640 <u>Reg. No.:</u> 3,167,449 | <u>First Use:</u> January 10, 2000 <u>Filed:</u> October 5, 2004 <u>Published:</u> August 22, 2006 <u>Registered:</u> November 7, 2006 <u>Registered 8</u> <u>Accepted:</u> December 9, 2012 | <u>International Class 34:</u> Tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| OUR PRIDE <u>Serial No.:</u> 85/386,745 <u>Reg. No.:</u> 4,137,042 | <u>First Use:</u> September 1, 1989 <u>Filed:</u> August 2, 2011 <u>Published:</u> November 15, 2011 <u>Allowed:</u> January 10, 2012 <u>Registered:</u> May 1, 2012 | <u>International Class 34:</u> Tobacco; cigars; smoking tobacco | National Tobacco Company, L.P., 5201 Interchange Way Louisville, KY 40229 |


| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|--|--|--|--|
| OUR PRIDE <u>Serial No.:</u> 78/494,888 <u>Reg. No.:</u> 3,028,098 | <u>First Use:</u> September 1, 1989 <u>Filed:</u> October 5, 2004 <u>Published:</u> September 20, 2005 <u>Registered:</u> December 13, 2005 <u>Registered 8 & 15:</u> July 11, 2011 | <u>International Class 34:</u> Tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| QUALITY MADE IT FAMOUS <u>Serial No.:</u> 77/136,693 <u>Reg. No.:</u> 3,351,384 | <u>First Use:</u> December 31, 1939 <u>Filed:</u> March 21, 2007 <u>Published:</u> September 25, 2007 <u>Registered:</u> December 11, 2007 <u>Registered Principal Register - Sec. 2(F) 8 & 15:</u> August 12, 2013 | <u>International Class 34:</u> Tobacco, namely, smokeless tobacco, snuff and chewing tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |


| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|--|---|--|--|
| <p>QUALITY MADE IT FAMOUS BEECH NUT EST 1897 ORIGINAL CHEWING TOBACCO & Design</p>  <p>Serial No.: 77/616,323</p> <p>Reg. No.: 3,703,294</p> <p>Disclaimer: "EST 1897 ORIGINAL CHEWING TOBACCO"</p> | <p><u>First Use:</u> January 22, 2007</p> <p><u>Filed:</u> November 18, 2008</p> <p><u>Published:</u> March 24, 2009</p> <p><u>Allowed:</u> June 16, 2009</p> <p><u>Registered:</u> October 27, 2009</p> | <p><u>International Class 34:</u> Chewing tobacco</p> | <p>National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229</p> |
| <p>RED CAP</p> <p>Serial No.: 77/663,841</p> <p>Reg. No.: 3,854,466</p> | <p><u>First Use:</u> December 31, 1910</p> <p><u>Filed:</u> February 5, 2009</p> <p><u>Published:</u> June 2, 2009</p> <p><u>Allowed:</u> September 29, 2009</p> <p><u>Registered:</u> September 28, 2010</p> | <p><u>International Class 34:</u> Tobacco, namely, pipe tobacco</p> | <p>National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229</p> |
| <p>RED CAP & Design</p>  <p>Serial No.: 85/721,610</p> <p>Reg. No.: 4,298,306</p> | <p><u>First Use:</u> April 14, 2009</p> <p><u>Filed:</u> September 6, 2012</p> <p><u>Published:</u> November 13, 2012</p> <p><u>Registered:</u> March 5, 2013</p> | <p><u>International Class 34:</u> Pipe tobacco; tobacco</p> | <p>National Tobacco Company, L.P., 5201 Interchange Way Louisville, KY 40229</p> |


| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|---|---|---|---|
| RED SUPREME <u>Serial No.:</u> 85/241,976 <u>Reg. No.:</u> 4,089,989 | <u>First Use:</u> July 3, 2001 <u>Filed:</u> February 14, 2011 <u>Published:</u> November 8, 2011 <u>Registered:</u> January 24, 2012 | <u>International Class 34:</u> Chewing tobacco; smokeless tobacco; tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| RIPTIDE <u>Serial No.:</u> 86/079,355 | <u>Filed:</u> October 1, 2013 <u>Published:</u> December 31, 2013 | <u>International Class 1:</u> Cartridges sold filled with propylene glycol for electronic cigarettes; cartridges sold filled with vegetable glycerin for electronic cigarettes <u>International Class 9:</u> Electronic cigarette batteries <u>International Class 30:</u> Cartridges sold filled with chemical flavorings in liquid form for electronic cigarettes; chemical flavorings in liquid form used to refill electronic cigarette cartridges <u>International Class 34:</u> Electronic cigarettes; disposable electronic cigarettes; electronic cigarette flavor cartridges sold empty | National Tobacco Company, L.P., 5201 Interchange Way Louisville, KY 40229 |
| RIPTIDE <u>Serial No.:</u> 77/531,407 <u>Reg. No.:</u> 4,125,752 | <u>First Use:</u> January 27, 2012 <u>Filed:</u> July 25, 2008 <u>Published:</u> November 4, 2008 <u>Allowed:</u> January 27, 2009 <u>Registered:</u> April 10, 2012 | <u>International Class 34:</u> Tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |

| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|--|---|---|---|
| RIPTIDE <u>Serial No.:</u> 85/387,010 <u>Reg. No.:</u> 4,133,234 | <u>First Use:</u> January 27, 2012 <u>Filed:</u> August 2, 2011 <u>Published:</u> November 15, 2011 <u>Allowed:</u> January 10, 2012 <u>Registered:</u> April 24, 2012 | <u>International Class 34:</u> Cigars; smoking tobacco; tobacco | National Tobacco Company, L.P., 5201 Interchange Way Louisville, KY 40229 |
| RIPTIDE & Design  <u>Serial No.:</u> 86/084,458 | <u>Filed:</u> October 7, 2013 <u>Published:</u> December 31, 2013 | <u>International Class 1:</u> Cartridges sold filled with propylene glycol for electronic cigarettes; cartridges sold filled with vegetable glycerin for electronic cigarettes <u>International Class 9:</u> Electronic cigarette batteries <u>International Class 30:</u> Cartridges sold filled with chemical flavorings in liquid form for electronic cigarettes; chemical flavorings in liquid form used to refill electronic cigarette cartridges <u>International Class 34:</u> Electronic cigarettes; disposable electronic cigarettes; electronic cigarette flavor cartridges sold empty | National Tobacco Company, L.P., 5201 Interchange Way Louisville, KY 40229 |

| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|--|---|--|--|
| RIPTIDE & Design  Serial No.: 77/659,204 Reg. No.: 4,214,253 | <u>First Use:</u> January 27, 2012 <u>Filed:</u> January 29, 2009 <u>Published:</u> April 14, 2009 <u>Allowed:</u> July 7, 2009 <u>Registered:</u> September 25, 2012 | <u>International Class 34:</u> Tobacco; tobacco, namely, cigars | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| RIVERMONT Serial No.: 77/238,249 Reg. No.: 3,375,872 | <u>First Use:</u> July 1, 1993 <u>Filed:</u> July 25, 2007 <u>Published:</u> November 13, 2007 <u>Registered:</u> January 29, 2008 <u>Registered 8</u> <u>Accepted:</u> September 7, 2013 | <u>International Class 34:</u> Tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| ROCK CASTLE Serial No.: 85/353,760 Reg. No.: 4,136,987 | <u>First Use:</u> January 27, 2012 <u>Filed:</u> June 23, 2011 <u>Published:</u> November 15, 2011 <u>Allowed:</u> January 10, 2012 <u>Registered:</u> May 1, 2012 | <u>International Class 34:</u> Cigars; smoking tobacco; tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |

| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|--|--|---|--|
| Select Tobacco Products  Reg No: 20111753487 (Note: Registered only in Delaware) | <u>Filed:</u> December 18, 2001 <u>Registered:</u> December 18, 2001 | | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| SEQUOIA <u>Serial No.:</u> 85/247,257 <u>Reg. No.:</u> 4,147,584 | <u>First Use:</u> January 27, 2012 <u>Filed:</u> February 21, 2011 <u>Published:</u> June 28, 2011 <u>Allowed:</u> August 23, 2011 <u>Registered:</u> May 22, 2012 | <u>International Class 34:</u> Cigars; tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| STOKER'S <u>Serial No.:</u> 85/944,111 | <u>Filed:</u> May 28, 2013 <u>Published:</u> August 13, 2013 | <u>International Class 34:</u> Cigars | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| STOKER'S <u>Serial No.:</u> 78/635,666 <u>Reg. No.:</u> 3,170,831 | <u>First Use:</u> January 1, 1975 <u>Filed:</u> May 24, 2005 <u>Published:</u> August 29, 2006 <u>Registered:</u> November 14, 2006 <u>Registered 8 & 15:</u> December 30, 2011 | <u>International Class 34:</u> Smokeless and smoking tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |


| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|---|---|--|---|
| STOKER'S & Design  <u>Serial No.:</u> 75/113,412 <u>Reg. No.:</u> 2,071,640 | <u>First Use:</u> July 1, 1994 <u>Filed:</u> June 3, 1996 <u>Published:</u> March 25, 1997 <u>Registered:</u> June 17, 1997 <u>Renewed Principal Register - Sec. 2(F):</u> June 17, 2007 | <u>International Class 34:</u> smokers articles, namely, smoking pipes, cigarette rolling paper, smoking tobacco and smokeless tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| STOKER'S CLASSIC <u>Serial No.:</u> 75/634,673 <u>Reg. No.:</u> 2,359,709 | <u>First Use:</u> January, 1998 <u>Filed:</u> February 4, 1999 <u>Published:</u> March 28, 2000 <u>Registered:</u> June 20, 2000 <u>Renewed:</u> June 20, 2010 | <u>International Class 34:</u> Smokeless tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| STOKER'S COUNTRY <u>Serial No.:</u> 86/071,581 | <u>First Use:</u> February 15, 2012 <u>Filed:</u> September 23, 2013 <u>Published:</u> December 31, 2013 | <u>International Class 41:</u> Providing smoking lounge services in the nature of a temporary smoking lounge for smoking and sampling tobacco products | National Tobacco Company, L.P., 5201 Interchange Way Louisville, KY 40229 |

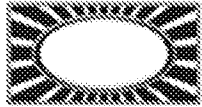


| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|--|---|---|--|
| STOKER'S NUMBER 2 <u>Serial No.:</u> 78/635,752 <u>Reg. No.:</u> 3,092,966 | <u>First Use:</u> March 1, 2000 <u>Filed:</u> May 24, 2005 <u>Published:</u> February 21, 2006 <u>Registered:</u> May 16, 2006 [To Be Cancelled] | <u>International Class 34:</u> Smokeless and smoking tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| STOKER'S SINCE 1940 & Design  <u>Serial No.:</u> 77/590,491 <u>Reg. No.:</u> 3,740,942 <u>Disclaimer:</u> "SINCE 1940" | <u>First Use:</u> July 8, 2008 <u>Filed:</u> October 10, 2008 <u>Published:</u> March 3, 2009 <u>Allowed:</u> May 26, 2009 <u>Registered:</u> January 19, 2010 | <u>International Class 34:</u> Chewing tobacco; smokeless tobacco; snuff; tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, Kentucky 40229 |
| STOKER'S SNUFF <u>Serial No.:</u> 85/562427 <u>Disclaimer:</u> "SNUFF" | <u>Filed:</u> March 7, 2012 <u>Published:</u> August 14, 2012 <u>Allowed:</u> October 9, 2012 | <u>International Class 34:</u> Smokeless tobacco; snuff; tobacco | National Tobacco Company, L.P., 5201 Interchange Way Louisville, KY 40229 |
| STOKERSSNUFF.COM <u>Serial No.:</u> 86/100,086 | <u>Filed:</u> October 24, 2013 | <u>International Class 35:</u> Providing a website featuring information on tobacco products; providing a website featuring coupons, contests, and sweepstakes for tobacco users | National Tobacco Company, L.P., 5201 Interchange Way Louisville, KY 40229 |

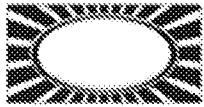


| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|--|---|--|--|
| STRAIGHT UP <u>Serial No.:</u> 85/360,321 <u>Reg. No.:</u> 4,117,820 | <u>First Use:</u> April 30, 2010 <u>Filed:</u> June 30, 2011 <u>Published:</u> December 6, 2011 <u>Registered:</u> March 27, 2012 | <u>International Class 34:</u> Cigars; smoking tobacco; tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| STRAIGHT UP <u>Serial No.:</u> 85/360310 | <u>First Use:</u> July 31, 2010 <u>Filed:</u> June 30, 2011 <u>Published:</u> December 6, 2011 | <u>International Class 34:</u> Cigar wraps | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| SWEET 'N SMOKEY <u>Serial No.:</u> 78/937,835 <u>Reg. No.:</u> 3,300,362 | <u>First Use:</u> October 18, 2006 <u>Filed:</u> July 26, 2006 <u>Registered Supplemental Register:</u> September 25, 2007 [To Be Cancelled] | <u>International Class 34:</u> Tobacco, namely, smokeless tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| TENNESSEE CHEW <u>Serial No.:</u> 74/388,131 <u>Reg. No.:</u> 2,027,975 <u>Disclaimer:</u> "CHEW" | <u>First Use:</u> January 22, 1988 <u>Filed:</u> May 10, 1993 <u>Registered:</u> December 31, 1996 <u>Renewed Supplemental Register:</u> December 31, 2006 | <u>International Class 34:</u> Chewing tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |

| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|--|--|---|--|
| TENNESSEE CHEW <u>Serial No.:</u> 78/959,906 <u>Reg. No.:</u> 3,239,885 <u>Disclaimer:</u> "CHEW" | <u>First Use:</u> January 22, 1988 <u>Filed:</u> August 24, 2006 <u>Published:</u> February 20, 2007 <u>Registered:</u> May 8, 2007 <u>Registered Principal Register - Sec. 2(F) 8 & 15:</u> May 29, 2013 | <u>International Class 34:</u> Chewing tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| TEQUILA SUNRISE <u>Serial No.:</u> 75/821,172 <u>Reg. No.:</u> 2,381,424 | <u>First Use:</u> October, 1996 <u>Filed:</u> October 12, 1999 <u>Published:</u> June 6, 2000 <u>Registered:</u> August 29, 2000 <u>Renewed:</u> August 29, 2010 | <u>International Class 34:</u> Tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |

| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|---|--|---|--|
| THUNDER BAY <u>Serial No.:</u> 86/079,314 | <u>Filed:</u> October 1, 2013 <u>Published:</u> December 31, 2013 | <u>International Class 1:</u> Cartridges sold filled with propylene glycol for electronic cigarettes; cartridges sold filled with vegetable glycerin for electronic cigarettes <u>International Class 9:</u> Electronic cigarette batteries <u>International Class 30:</u> Cartridges sold filled with chemical flavorings in liquid form for electronic cigarettes; chemical flavorings in liquid form used to refill electronic cigarette cartridges <u>International Class 34:</u> Electronic cigarettes; disposable electronic cigarettes; electronic cigarette flavor cartridges sold empty | National Tobacco Company, L.P.,]5201 Interchange Way Louisville, KY 40229 |
| THUNDER BAY <u>Serial No.:</u> 85/198,049 <u>Reg. No.:</u> 4,151,029 | <u>First Use:</u> January 27, 2012 <u>Filed:</u> December 15, 2010 <u>Published:</u> April 26, 2011 <u>Allowed:</u> June 21, 2011 <u>Registered:</u> May 29, 2012 | <u>International Class 34:</u> Tobacco; smoking tobacco; cigars | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |

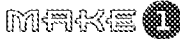
| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|---|---|---|--|
| TROPHY <u>Serial No.:</u> 75/906,667 <u>Reg. No.:</u> 2,508,886 | <u>First Use:</u> February, 1992 <u>Filed:</u> January 31, 2000 <u>Published:</u> August 28, 2001 <u>Registered:</u> November 20, 2001 <u>Renewed:</u> November 20, 2011 | <u>International Class 34:</u> Chewing tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| TROPHY & Design  <u>Serial No.:</u> 75/906,568 <u>Reg. No.:</u> 2,508,885 | <u>First Use:</u> February, 1992 <u>Filed:</u> January 31, 2000 <u>Published:</u> August 28, 2001 <u>Registered:</u> November 20, 2001 <u>Renewed:</u> November 20, 2011 | <u>International Class 34:</u> Chewing tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |
| TROPHY THE SPORTSMAN'S CHEW <u>Serial No.:</u> 74/272,473 <u>Reg. No.:</u> 1,879,989 | <u>First Use:</u> January 23, 1992 <u>Filed:</u> April 20, 1992 <u>Published:</u> November 29, 1994 <u>Registered:</u> February 21, 1995 <u>Renewed:</u> February 21, 2005 | <u>International Class 34:</u> Chewing tobacco | National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229 |

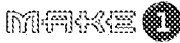
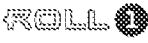
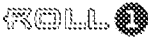
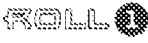
| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|---|---|--|---|
|  <p>Serial No.: 77/616,321</p> <p>Reg. No.: 3,741,010</p> | <p><u>First Use:</u> March 31, 2007</p> <p><u>Filed:</u> November 18, 2008</p> <p><u>Published:</u> March 3, 2009</p> <p><u>Allowed:</u> May 26, 2009</p> <p><u>Registered:</u> January 19, 2010</p> | <p><u>International Class 34:</u></p> <p>Chewing tobacco</p> | <p>National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229</p> |
|  <p>Serial No.: 75/906,671</p> <p>Reg. No.: 2,495,704</p> | <p><u>First Use:</u> December, 1988</p> <p><u>Filed:</u> January 31, 2000</p> <p><u>Published:</u> July 17, 2001</p> <p><u>Registered:</u> October 9, 2001</p> <p><u>Renewed:</u> October 9, 2011</p> | <p><u>International Class 34:</u></p> <p>Chewing tobacco</p> | <p>National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229</p> |
|  <p>Serial No.: 76/115,206</p> <p>Reg. No.: 2,679,622</p> | <p><u>First Use:</u> December, 1988</p> <p><u>Filed:</u> August 24, 2000</p> <p><u>Published:</u> November 5, 2002</p> <p><u>Registered:</u> January 28, 2003</p> <p><u>Renewed:</u> January 28, 2013</p> | <p><u>International Class 35:</u></p> <p>Distributorships in the field of tobacco products</p> | <p>National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229</p> |

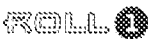


| Trademark Serial No. Reg. No. Disclaimer | Key Dates | Goods/Services | Owner |
|---|--|--|---|
|  <p><u>Serial No.:</u> 78/117,608</p> <p><u>Reg. No.:</u> 2,666,702</p> | <p><u>First Use:</u> December 31, 1968</p> <p><u>Filed:</u> March 26, 2002</p> <p><u>Published:</u> October 1, 2002</p> <p><u>Registered:</u> December 24, 2002</p> <p><u>Renewed:</u> December 24, 2012</p> | <p><u>International Class 34:</u></p> <p>Chewing tobacco</p> | <p>National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229</p> |
|  <p><u>Serial No.:</u> 78/117,614</p> <p><u>Reg. No.:</u> 2,666,703</p> | <p><u>First Use:</u> December 31, 1968</p> <p><u>Filed:</u> March 26, 2002</p> <p><u>Published:</u> October 1, 2002</p> <p><u>Registered:</u> December 24, 2002</p> <p><u>Renewed:</u> December 24, 2012</p> | <p><u>International Class 34:</u></p> <p>Chewing tobacco</p> | <p>National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229</p> |
|  <p><u>Serial No.:</u> 78/117,624</p> <p><u>Reg. No.:</u> 2,666,704</p> | <p><u>First Use:</u> December 31, 1978</p> <p><u>Filed:</u> March 26, 2002</p> <p><u>Published:</u> October 1, 2002</p> <p><u>Registered:</u> December 24, 2002</p> <p><u>Renewed:</u> December 24, 2012</p> | <p><u>International Class 34:</u></p> <p>Chewing tobacco</p> | <p>National Tobacco Company, L.P. 5201 Interchange Way Louisville, KY 40229</p> |

| Country | Mark App. No. Reg. No. | Key Dates | Goods/Services | Owner |
|----------------|--|--|--|--------------------------------|
| Bermuda | BEECH-NUT <u>App. No.:</u> <u>Reg. No.:</u> 4397 | <u>Registered:</u> January 11, 1960 | Chewing tobacco | National Tobacco Company, L.P. |
| Brazil | BEECH-NUT <u>App. No.:</u> 830108165 <u>Reg. No.:</u> 830108165 | <u>Filed:</u> November 11, 2008 <u>Registered:</u> January 11, 2011 | Cigarette and chewing tobacco | National Tobacco Company, L.P. |
| Brazil | DURANGO <u>App. No.:</u> 830107797 <u>Reg. No.:</u> 830107797 | <u>Filed:</u> January 10, 2008 <u>Registered:</u> January 31, 2012 | Cigarettes; cigars; smokeless tobacco; smoking tobacco | National Tobacco Company, L.P. |
| European Union | DURANGO <u>App. No.:</u> 7034821 <u>Reg. No.:</u> 7034821 | <u>Filed:</u> July 3, 2008 <u>Registered:</u> January 29, 2009 | Cigarettes; cigars, smokeless tobacco, smoking tobacco | National Tobacco Company, L.P. |
| European Union | LONE STAR <u>App. No.:</u> 7034705 <u>Reg. No.:</u> 7034705 | <u>Filed:</u> July 3, 2008 <u>Registered:</u> March 19, 2009 | Cigarettes; cigars, smokeless tobacco, smoking tobacco | National Tobacco Company, L.P. |
| European Union | LONE STAR <u>App. No.:</u> 10699619 <u>Reg. No.:</u> 10699619 | <u>Filed:</u> March 6, 2012 <u>Registered:</u> July 19, 2012 | Cigar wraps | National Tobacco Company, L.P. |
| Japan | LONE STAR <u>App. No.:</u> 2008-058350 <u>Reg. No.:</u> 5194871 | <u>Filed:</u> July 17, 2008 <u>Registered:</u> January 9, 2009 | Cigarettes; cigars; smokeless tobacco; other tobacco | National Tobacco Company, L.P. |

| Country | Mark App. No. Reg. No. | Key Dates | Goods/Services | Owner |
|-------------------------------------|---|--|--|-----------------------------------|
| Argentina | ROLL 1 <u>App. No.:</u> 2870837 <u>Reg. No.:</u> 2322977 | <u>Filed:</u> October 30, 2008 <u>Registered:</u> October 22, 2009 | Cigarette papers; smoking tobacco; cigarettes; cigars; smokeless tobacco | National Tobacco Company, L.P. |
| Australia | ROLL 1 <u>App. No.:</u> 1270207 <u>Reg. No.:</u> 1270207 | <u>Filed:</u> October 31, 2008 <u>Registered:</u> October 31, 2008 | Cigarette papers; smoking tobacco; cigarettes; cigars; smokeless tobacco | National Tobacco Company, L.P. |
| Brazil | ROLL 1 <u>App. No.:</u> 830103970 <u>Reg. No.:</u> 830103970 | <u>Filed:</u> October 31, 2008 <u>Registered:</u> February 22, 2012 | Cigarette papers; smoking tobacco; cigarettes; cigars; smokeless tobacco | National Tobacco Company, L.P. |
| United Arab Emirates | MAKE 1 <u>App. No.:</u> 176899 | <u>Filed:</u> July 22, 2012 | Tobacco; smoking tobacco; pipe tobacco; roll your own tobacco; hookah tobacco; cigars; cigarettes; cigarillos; smokeless tobacco; chewing tobacco; snuff; snus; smokers' articles; cigarette papers; cigarette tubes; cigar wraps | National Tobacco Company, L.P. |
| Australia | MAKE 1 <u>App. No.:</u> 1270201 <u>Reg. No.:</u> 1270201 | <u>Filed:</u> October 31, 2008 <u>Registered:</u> October 31, 2008 | Cigarette tubes; smoking tobacco; cigarettes; cigars; smokeless tobacco | National Tobacco Company, L.P. |

| Country | Mark App. No. Reg. No. | Key Dates | Goods/Services | Owner |
|---------------------------|---|---|--|-----------------------------------|
| Brazil | MAKE 1 <u>App. No.:</u> 830103953 <u>Reg. No.:</u> 830103953 | <u>Filed:</u> October 31, 2008 <u>Registered:</u> February 7, 2012 | Cigarette tubes; smoking tobacco; cigarettes; cigars; smokeless tobacco | National Tobacco Company, L.P. |
| European Union | MAKE 1 <u>App. No.:</u> 7241805 <u>Reg. No.:</u> 7241805 | <u>Filed:</u> September 19, 2008 <u>Registered:</u> April 7, 2009 | Cigarette tubes; smoking tobacco; cigarettes; cigars; smokeless tobacco | National Tobacco Company, L.P. |
| Saudi Arabia | MAKE 1 <u>App. No.:</u> 184665 <u>Reg. No.:</u> 1505/29 | <u>Filed:</u> July 22, 2012 <u>Registered:</u> September 3, 2013 | Tobacco; smoking tobacco; pipe tobacco; roll your own tobacco; hookah tobacco; cigars; cigarettes; cigarillos; smokeless tobacco; chewing tobacco; snuff; snus; smokers' articles; cigarette papers; cigarette tubes; cigar wraps | National Tobacco Company, L.P. |
| Australia | MAKE 1 & Design  <u>App. No.:</u> 1270205 <u>Reg. No.:</u> 1270205 | <u>Filed:</u> October 31, 2008 <u>Registered:</u> October 31, 2008 | Cigarette tubes; smoking tobacco; cigarettes; cigars; smokeless tobacco | National Tobacco Company, L.P. |

| Country | Mark App. No. Reg. No. | Key Dates | Goods/Services | Owner |
|-----------|---|--|---|-----------------------------------|
| Brazil | MAKE 1 & Design  <u>App. No.:</u> 830103961 <u>Reg. No.:</u> 830103961 | <u>Filed:</u> October 31, 2008 <u>Registered:</u> February 7, 2012 | Cigarette tubes; smoking tobacco; cigarettes; cigars; smokeless tobacco | National Tobacco Company, L.P. |
| Argentina | ROLL 1 & Design  <u>App. No.:</u> 2870838 <u>Reg. No.:</u> 2322980 | <u>Filed:</u> October 30, 2008 <u>Registered:</u> October 22, 2009 | Cigarette papers; smoking tobacco; cigarettes; cigars; smokeless tobacco | National Tobacco Company, L.P. |
| Australia | ROLL 1 & Design  <u>App. No.:</u> 1270208 <u>Reg. No.:</u> 1270208 | <u>Filed:</u> October 31, 2008 <u>Registered:</u> October 31, 2008 | Cigarette papers; smoking tobacco; cigarettes; cigars; smokeless tobacco | National Tobacco Company, L.P. |
| Brazil | ROLL 1 & Design  <u>App. No.:</u> 830103988 <u>Reg. No.:</u> 830103988 | <u>Filed:</u> October 31, 2008 <u>Registered:</u> February 22, 2012 | Cigarette papers; smoking tobacco; cigarettes; cigars; smokeless tobacco | National Tobacco Company, L.P. |

| Country | Mark App. No. Reg. No. | Key Dates | Goods/Services | Owner |
|-------------------|---|--|---|-----------------------------------|
| Brazil | ROLL 1 & Design  <u>App. No.:</u> 830103988 <u>Reg. No.:</u> 830103988 | <u>Filed:</u> October 31, 2008 <u>Registered:</u> February 22, 2012 | Cigarette papers; smoking tobacco; cigarettes; cigars; smokeless tobacco | National Tobacco Company, L.P. |
| Thailand | 7-7-7 PREMIUM SELECT BLEND & Design  <u>App. No.:</u> 726348 <u>Reg. No.:</u> TM317745 | <u>Filed:</u> April 1, 2009 <u>Registered:</u> June 30, 2010 | Smoking tobacco; cigarettes; cigars; smokeless tobacco | National Tobacco Company, L.P. |
| Vietnam | 7-7-7 PREMIUM SELECT BLEND & Design  <u>App. No.:</u> 4-2009-05632 <u>Reg. No.:</u> 147666 | <u>Filed:</u> March 27, 2009 <u>Registered:</u> June 14, 2010 | Smoking tobacco; cigarettes; cigars; smokeless tobacco | National Tobacco Company, L.P. |
| European Union | RED CAP <u>App. No.:</u> 8440877 <u>Reg. No.:</u> 8440877 | <u>Filed:</u> July 21, 2009 <u>Registered:</u> February 1, 2010 | Tobacco, namely, pipe tobacco | National Tobacco Company, L.P. |

| Country | Mark App. No. Reg. No. | Key Dates | Goods/Services | Owner |
|---------------------------|--|--|---|-----------------------------------|
| South Africa | RED CAP <u>App. No.:</u> 2009/13698 <u>Reg. No.:</u> 2009/13698 | <u>Filed:</u> July 21, 2009 <u>Registered:</u> July 4, 2011 | Tobacco, namely, pipe tobacco | National Tobacco Company, L.P. |
| Canada | STRAIGHT UP <u>App. No.:</u> 1556672 | <u>Filed:</u> December 16, 2011 | Cigars; smoking tobacco; tobacco; cigar wraps | National Tobacco Company, L.P. |
| European Union | STRAIGHT UP <u>App. No.:</u> 10472207 <u>Reg. No.:</u> 10472207 | <u>Filed:</u> December 6, 2011 <u>Registered:</u> May 3, 2012 | Cigars; smoking tobacco; tobacco; cigar wraps | National Tobacco Company, L.P. |
| European Union | CIGTECH <u>App. No.:</u> 10945541 <u>Reg. No.:</u> 10945541 | <u>Filed:</u> June 7, 2012 <u>Registered:</u> October 17, 2012 | Electronic cigarettes | National Tobacco Company, L.P. |
| China | DURANGO <u>App. No.:</u> 13209274 | <u>Filed:</u> September 9, 2013 | Electronic cigarettes; components for electronic cigarettes; disposable electronic cigarettes; electronic cigarette flavor cartridges | National Tobacco Company, L.P. |
| Dominican Republic | DURANGO <u>App. No.:</u> 2013-24011 | <u>Filed:</u> August 28, 2013 | Electronic cigarettes; components for electronic cigarettes; disposable electronic cigarettes; electronic cigarette flavor cartridges | National Tobacco Company, L.P. |

| Country | Mark App. No. Reg. No. | Key Dates | Goods/Services | Owner |
|-----------------|---|---------------------------------------|---|-----------------------------------|
| Mexico | DURANGO <u>App. No.:</u> 1407023 | <u>Filed:</u> August 26, 2013 | Electronic cigarettes; components for electronic cigarettes; disposable electronic cigarettes; electronic cigarette flavor cartridges | National Tobacco Company, L.P. |
| Paraguay | STOKER'S <u>App. No.:</u> 57292/2013 | <u>Filed:</u> November 29, 2013 | Tobacco; smokeless tobacco; smoking tobacco; cigars | National Tobacco Company, L.P. |