

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM411445

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
CHINA TOBACCO CHUANYU INDUSTRIAL CO., LTD.		08/29/2016	Corporation: CHINA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	China Tobacco Sichuan Industrial Co., Ltd.		
<b>Street Address:</b>	No.2 Longquan Section, Chenglong Avenue, National Economic Technical Development Area		
<b>Internal Address:</b>	Longquanyi District, Chengdu City		
<b>City:</b>	Sichuan Province		
<b>State/Country:</b>	CHINA		
<b>Entity Type:</b>	Corporation: CHINA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4151095	PRIDE	
<b>Registration Number:</b>	4122848	GREATWALL CIGAR SINCE 1918	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Phone:</b>	8182444861		
<b>Email:</b>	john@alumitip.com		
<b>Correspondent Name:</b>	John Alumit		
<b>Address Line 1:</b>	135 S. Jackson Street, suite 200		
<b>Address Line 4:</b>	Glendale, CALIFORNIA 91205		
<b>NAME OF SUBMITTER:</b>	John Alumit		
<b>SIGNATURE:</b>	/john alumit/		
<b>DATE SIGNED:</b>	01/06/2017		
<b>Total Attachments: 2</b>			
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OP \$65.00 4151095

**DEED OF ASSIGNMENT**

THIS ASSIGNMENT is made on the 29 of August, 2016

**BETWEEN**

- (1) **China Tobacco Chuanyu Industrial Co., Ltd.**  
a corporation incorporated under the laws of the People's Republic of China,  
whose address is No. 2 Chenglong Rd., Economic and Technical Development  
Area, Longquanyi District, Chengdu City, Sichuan, P.R.China. ("The Assignor")

and

**China Tobacco Sichuan Industrial Co., Ltd.**  
a corporation incorporated under the laws of the People's Republic of China,  
whose address is No.2 Longquan Section, Chenglong Avenue, National  
Chengdu Economy and Technology Development Area, Longquanyi District,  
Chengdu City, Sichuan, P.R.China Chengdu City, Sichuan Province, People's  
Republic of China.. ("The Assignee")

**WHEREAS**

- (A) The Assignor is the registered proprietor of the following trademark registrations
- a. Reg. No 4151095 for the mark "PRIDE & Device" in the United States of America in Class 34 in respect of "ashtrays for smokers; cigar cases; cigarette cases; cigarettes; cigarillos; cigars; humidors; tobacco; tobacco jars; tobacco pipes" registered on **May 29, 2012**.
  - b. Reg. No 4122848 for the mark "GREAT WALL CIGAR &Device" in the United States of America in Class 34 in respect of "ashtrays for smokers; cigar cases; cigarette cases; cigarettes; cigarillos; cigars; humidors; tobacco; tobacco jars; tobacco pipes" registered on **April 3, 2012**.

(here in after, "the Marks").

- (B) The Assignor wishes to transfer and the Assignee wishes to acquire the Marks on the terms set out below.

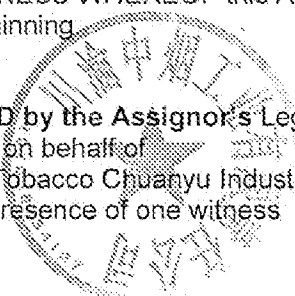
**ASSIGNMENT**

1. In consideration of the sum of USD1.00 now paid by the Assignee to the Assignor (receipt of which the Assignor hereby acknowledges), the Assignor as beneficial owner hereby sells, assigns and transfers to the Assignee all its rights, title and interests in and to the Marks together with the goodwill of the business associated with the Marks.

2. By said assignment, the Assignee obtains the right to sue for past infringements of the Marks and to retain any damages and other relief obtained as a result of such action.
3. The Assignor confirms that it has never assigned any right, title or interest in and to the Marks or any goodwill associated with the Marks to any third party.
4. The Assignor agrees to give whatever assistance the Assignee may reasonably require in order to perfect the Assignee's title to, or enforce any right, title or interest in and to the Marks.
5. This Assignment shall be governed by and construed in accordance with the laws of the People's Republic of China

IN WITNESS WHEREOF this Assignment has been entered into on the date stated at the beginning

**SIGNED by the Assignor's** Legal Representative/General Manager  
 for and on behalf of  
 China Tobacco Chuanyu Industrial Co., Ltd.  
 in the presence of one witness



Signature: 彭传新  
 Name: Peng Chuan Xin  
 Title : Legal Representative/General Manager

Name of witness: Ma Ji

Identification of witness: 马吉

**SIGNED by the Assignee's** Legal Representative/General Manager  
 for and on behalf of  
 China Tobacco Sichuan Industrial Co., Ltd.  
 in the presence of one witness



Signature: 彭传新  
 Name: Peng Chuan Xin  
 Title : Legal Representative/General Manager

Name of witness: Ma Ji

Identification of witness: 马吉