

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applications/Registrations of Intrepid Brands, LLC ("Company"),
a Delaware limited liability company

Commissioner for Trademarks
P.O. Box 1451
Alexandria, Virginia 22313-1451

POWER OF ATTORNEY

Company hereby revokes all previous powers of attorney and appoints Amy B. Berge and Joseph R. Dages, both members of the Kentucky bar, of the firm Middleton Reutlinger, P.S.C., to act on its behalf in trademark matters before the United States Patent and Trademark Office ("PTO"), including for those applications and registrations set forth in Exhibit A attached hereto. Said attorneys shall be authorized to (1) sign, including through use of electronic "signature," all documents associated with the Company's applications or registrations, including the handling of cancellation and opposition proceedings, (2) prosecute applications, (3) transact all business in the PTO in connection therewith, and (4) receive certificates of registration. This authorization shall be valid until expressly revoked. Please direct all correspondence to the below, who authorizes communication by email.

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INTREPID BRANDS, LLC


By: LeAnne Moore
Name: LeAnne Moore
Title: Assistant General Counsel
Date: 2/6/15

Exhibit A

Intrepid Brands, LLC
Active U.S. Trademark Applications and Registration

Trademark Serial No. Reg. No. Disclaimer	Status/ Key Dates	Goods/Services	Owner
APPEVAPE Serial No.: 86/311,120	Filed: June 16, 2014	<u>International Class 5:</u> System for orofaction and tasting comprised of portable vaporizing units for vaporizing food flavorings in solid, liquid, wax, or gel form, vaporizable food flavorings, both natural and artificial, in solid, liquid, wax, or gel form, and parts and accessories therefor	Intrepid Brands, LLC
INTREPID Serial No.: 86/026,421	Filed: August 1, 2013 Published: December 31, 2013 Allowed: February 25, 2014	<u>International Class 35:</u> Retail store services featuring electronic cigarettes and components and accessories therefor, non-tobacco substitutes not for medical use, smoker's articles; on-line retail store services featuring electronic cigarettes and components and accessories therefor, non-tobacco substitutes not for medical use, smoker's articles; distributorship services in the field of electronic cigarettes and components and accessories therefor, non-tobacco substitutes not for medical use, smoker's articles <u>International Class 1:</u> Disposable and reusable cartridges sold filled with vaporizable nicotine in solid, wax, liquid or gel form or use with electronic cigarettes <u>International Class 9:</u> Batteries and battery chargers for electronic cigarettes <u>International Class 30:</u> Chemical flavorings comprising vaporizable nicotine in solid, wax, liquid, or gel form for use with electronic cigarettes <u>International Class 34:</u> Electronic cigarettes; disposable electronic cigarettes; electronic cigarette flavor refill cartridges sold empty; electronic cigarette nicotine refill cartridges sold empty; tobacco vaporizers, namely, smokeless cigar vaporizer pipes, smokeless cigarette vaporizer pipes; tobacco substitutes; tobacco substitutes not for medical purposes; snuff and tobacco alternatives in the form of products based on vegetable or herbal fibers, for oral use, not for consumption; snuff, tobacco free snuff, herbal snuff; tobacco substitutes, namely, non-tobacco based herbal chew; herbal molasses; herbs for smoking; hookah charcoal; steam stones and steam pearls	Intrepid Brands, LLC

Trademark Serial No. Reg. No. Disclaimer	Status/ Key Dates	Goods/Services	Owner
INTREPID BRANDS Serial No.: 86/026,409 <u>Disclaimer:</u> "BRANDS"	<u>Filed:</u> August 1, 2013	<u>International Class 1:</u> Disposable and reusable cartridges sold filled with vaporizable nicotine in solid, wax, liquid or gel form or use with electronic cigarettes <u>International Class 9:</u> Batteries and battery chargers for electronic cigarettes <u>International Class 30:</u> Chemical flavorings comprising vaporizable nicotine in solid, wax, liquid, or gel form for use with electronic cigarettes <u>International Class 34:</u> Electronic cigarettes; disposable electronic cigarettes; electronic cigarette flavor refill cartridges sold empty; electronic cigarette nicotine refill cartridges sold empty; tobacco vaporizers, namely, smokeless cigar vaporizer pipes, smokeless cigarette vaporizer pipes; tobacco substitutes; tobacco substitutes not for medical purposes; snuff and tobacco alternatives in the form of products based on vegetable or herbal fibers, for oral use, not for consumption; snuff; tobacco free snuff; herbal snuff; tobacco substitutes, namely, non-tobacco based herbal chew; herbal molasses; herbs for smoking; hookah charcoal, steam stones and steam pearls	Intrepid Brands, LLC
INTREPID BRANDS Serial No.: 86/026,405 <u>Disclaimer:</u> "BRANDS"	<u>Filed:</u> August 1, 2013 <u>Published:</u> February 4, 2014 <u>Allowed:</u> April 1, 2014	<u>International Class 35:</u> Retail store services featuring electronic cigarettes and components and accessories therefor, non-tobacco substitutes not for medical use, smoker's articles; on-line retail store services featuring electronic cigarettes and components and accessories therefor, non-tobacco substitutes not for medical use, smoker's articles; distributorship services in the field of electronic cigarettes and components and accessories therefor, non-tobacco substitutes not for medical use, smoker's articles	Intrepid Brands, LLC
NATURILLO Serial No.: 86/248,808	<u>Filed:</u> April 10, 2014 <u>Published:</u> December 16, 2014	<u>International Class 34:</u> Tobacco substitutes; herbs for smoking; cigars containing tobacco substitutes not for medical purposes made from natural beans, fruits, herbs, leaves, petals, or seeds; wrappers made primarily from plant matter used for rolling and smoking tobacco substitutes; plant material for smoking, namely, beans, fruits, herbs, leaves, petals, and seeds for smoking	Intrepid Brands, LLC

Trademark Serial No. Reg. No. Disclaimer	Status/ Key Dates	Goods/Services	Owner
 Serial No.: 86/443,131	Filed: November 3, 2014	<u>International Class 34:</u> Tobacco substitutes; herbal smoking materials and non-tobacco smoking materials for use as tobacco substitutes, namely, non-tobacco, non-nicotine flavored liquids, flavored gels, and dissolvable flavored powders for placement in hookah water jars; herbal smoking materials and non-tobacco smoking materials, namely, homogenized herbal smoking wrapper made primarily from plant matter used for rolling and smoking herbal smoking tobacco substitutes; non-tobacco, non-nicotine hookah and shisha smoking articles, namely, flavored porous stones, shredded processed shisha fruit, artificial pearls, and artificial crystals for smoking flavored vapor for personal inhalation; herbal smoking materials and non-tobacco smoking materials, namely, electronic hookahs for personal inhalation of vapor from non-tobacco filler and liquids; herbal smoking materials and non-tobacco smoking materials, namely, herbal and non-tobacco, non-nicotine shredded material in the nature of processed fruit suitable for use as tobacco substitutes	Intrepid Brands, LLC
ZILCH Serial No.: 86/065,346	Filed: September 16, 2013 Published: November 11, 2014	<u>International Class 30:</u> Non-tobacco smoking products and accessories, non-nicotine smoking products and accessories, smoking products not containing tobacco or nicotine, namely, non-tobacco, non-nicotine flavor liquids and dissolvable flavor powders for placement in hookah water jars, flavored porous stones, shredded processed shisha fruit, artificial pearls, and artificial crystals suitable for heating to produce flavor vapor for personal inhalation <u>International Class 34:</u> Smokers' products and accessories, smokers' articles and accessories, and hookah products and accessories, namely, electronic hookahs, smokeless cigarette vaporizer pipes, smokeless cigar vaporizer pipes, and portable vaporizers for personal inhalation; herbal and non-tobacco, non-nicotine shredded material in the nature of processed fruit suitable for making hand-rolled cigar or smokeless oral tobacco substitutes, homogenized herbal smoking wrapper made primarily from plant matter used for rolling and smoking tobacco substitutes	Intrepid Brands, LLC