340.00 1058177[,]

PATENT ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
Antonio Augusto da Silva Rodrigues	12/26/2006

RECEIVING PARTY DATA

Name:	Souza Cruz S.A.
Street Address:	Rua Candelaria, 66
Internal Address:	a Brazilian Company
City:	Rio de Janeiro
State/Country:	BRAZIL

PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	10581774

CORRESPONDENCE DATA

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Address Line 2: Middleton Reutlinger

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NAME OF SUBMITTER: Charles I. Sherman, Reg. No. 22,998

Total Attachments: 2

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PATENT REEL: 019011 FRAME: 0337

500239236

ASSIGNMENT OF INVENTION AND OF LETTERS PATENT

Whereas, I, (the "Inventor"), Antonio Augusto da Silva Rodrigues, being a coinventor with Eduardo José Faria Miranda of the below-mentioned invention, have a post office
address at Av. Dom Hélder Câmara, 2066, Vieira Fazenda, Rio de Janeiro, RJ, 210590900,
Brazil, have invented certain improvements in a SMOKING ARTICLE, (the "Invention"), and
have executed a U.S. utility patent application for United States Letters Patent of the same title,
herewith (the "Application"), which was filed on June 6, 2006. The Application claims priority
to and benefit from as a 35 U.S.C. § 371 as a national stage filing of PCT/IB2004/004350, filed
on December 10, 2004, which claims priority to and benefit from, currently pending, Great
Britain Patent Application Serial Number GB0328644.0, filed on December 11, 2003; and,

Whereas, (the "Assignee"), Souza Cruz S.A., a Brazilian company (including its successors and assigns), whose post office address is Rua Candelâria, 66, Rio de Janeiro, Brazil, desires to acquire my entire right, title and interest in said Application and Invention, and any United States and foreign patents to be obtained therefor;

Now therefore, for good and valuable consideration, the receipt of which is hereby acknowledged, I hereby sell, assign and transfer unto said Assignee, the entire right, title and interest in said Application and the Invention disclosed therein for the United States of America, including rights of priority under the International Convention of Paris (1883) as amended and the entire right, title, and interest in and to any and all patent applications, patents, continuations, continuations-in-part, divisionals, and reissues based thereon which may be filed or granted therefor in the United States. I also agree that Assignee, may apply for foreign Letters Patent on the Invention, and I agree to cooperate with Assignee, and to execute without additional consideration any additional documents as deemed necessary by Assignee, to apply for or maintain patents or other legal protection for the Invention in the United States of America.

I hereby authorize and request the U.S. Commissioner of Patents and Trademanks

PATENT

REEL: 019011 FRAME: 0338

to issue any Letters Patent granted upon the invention set forth in this Application to said

Nadia Maria de Almeida Rodrígues, in the capacity of Legal
Representative and wife of the decedent inventor, Antonio Augusto da
Silva Rodrigues>

Executed this 26 day of de care, 2006 in Rio de Janeiro, Brazil.

Witness #

Witness #1

Assignee.

(type/print name & address)

RECORDED: 03/14/2007

MARCUS VINIGUS ZOCHA TOXORA R. VISC. DE INHACMA, 81/2= 20.091-007-PIO DE JAMORO ZO BLAZIL (type/print name & address)

CRSTINA MARÁ ALVIM P. VISC. DE IMHAÚNA, 81/2= 20.091-007-200 X JANGEO-RI BRAZIL