

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT								
NATURE OF CONVEYANCE:	ASSIGNMENT								
CONVEYING PARTY DATA									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:70%;">Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Brent Walker Carter</td> <td>05/02/2007</td> </tr> <tr> <td>John Larkin Nelson</td> <td>05/02/2007</td> </tr> <tr> <td>Rebecca Anne Rogers</td> <td>05/02/2007</td> </tr> </tbody> </table>		Name	Execution Date	Brent Walker Carter	05/02/2007	John Larkin Nelson	05/02/2007	Rebecca Anne Rogers	05/02/2007
Name	Execution Date								
Brent Walker Carter	05/02/2007								
John Larkin Nelson	05/02/2007								
Rebecca Anne Rogers	05/02/2007								
RECEIVING PARTY DATA									
Name:	R. J. Reynolds Tobacco Company								
Street Address:	950 Reynolds Boulevard								
Internal Address:	Bowman Gray Technical Center - P.O. Box 1487								
City:	Winston-Salem								
State/Country:	NORTH CAROLINA								
Postal Code:	27102								
PROPERTY NUMBERS Total: 1									
<table border="1" style="width:100%; border-collapse: collapse;"> <thead> <tr> <th style="width:30%;">Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>11678672</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	11678672				
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Application Number:	11678672								
CORRESPONDENCE DATA									
Fax Number:	(919)862-2260								
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>									
Phone:	9198622287								
Email:	tracey.wright@alston.com								
Correspondent Name:	Kevin R. Lyn								
Address Line 1:	3201 Beechleaf Court, Suite 600								
Address Line 4:	Raleigh, NORTH CAROLINA 27604-1062								
ATTORNEY DOCKET NUMBER:	030627/321071								
NAME OF SUBMITTER:	Kevin R. Lyn								
Total Attachments: 4 source=321071Assignment#page1.tif									

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ASSIGNMENT - WORLDWIDE

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each undersigned inventor has sold and assigned, and by these presents hereby sells and assigns, unto

R. J. Reynolds Tobacco Company
Bowman Gray Technical Center
Post Office Box 1487
950 Reynolds Boulevard
Winston-Salem, North Carolina 27102

its successors and assigns, the entire right, title and interest, so far as concerns the United States and the Territories and Possessions thereof and all foreign countries in and to the invention in **"CIGARETTE CUSTOMIZATION APPARATUS AND ASSOCIATED METHOD"**

as set forth in this United States Patent Application

- executed concurrently herewith
- executed on
- Application No. 11/678,672; filed February 26, 2007
- Application claims priority from Application No. _____, filed _____, all applications listed above being hereinafter referred to as the "application(s)";

(We hereby authorize and request the Assignee and its attorney (Alston & Bird LLP) to insert above the application number and filing date of said application when known.)

said application for United States Letters Patent, including all divisional, renewal, substitute, continuation, nonprovisionals, continuation-in-parts, and Convention applications based in whole or in part upon said inventions or upon said applications, and any and all Letters Patent and reissues, reexaminations, and extensions of Letters Patent granted for said inventions or upon said applications and every priority right that is or may be predicated upon or arise from said inventions, said applications, and said Letters Patent; said Assignee being hereby authorized to file patent applications in any or all countries on any or all said inventions in the name of the undersigned or in the name of said Assignee or otherwise as said Assignee may deem advisable, under the International Convention or otherwise; the Commissioner of Patents and Trademarks of the United States of America being hereby authorized to issue or transfer all said Letters Patent to said Assignee in accordance herewith; this assignment being under covenant, not only that full power to make the same is had by the undersigned, but also that such assigned right is not encumbered by any grant, license, or other right theretofore given, and that the undersigned will do all acts reasonably serving to ensure that the said inventions, patent applications and Letters Patent shall be held and enjoyed by said Assignee as fully and entirely as the same could have been held and enjoyed by the undersigned if this assignment had not been made, and particularly to execute and deliver to said Assignee all lawful documents including petitions, specifications, oaths, assignments, invention disclaimers, declarations, and lawful affidavits in form and substance which may be requested by said Assignee, to furnish said Assignee with all

facts relating to said inventions or the history thereof and any and all documents, photographs, models, samples or other physical exhibits which may embody said inventions, and to testify in any proceedings relating to said inventions, patent applications, and/or Letters Patent.

The undersigned hereby grant(s) an authorized representative of Assignee the power to insert in this Assignment any further identification that may be necessary or desirable to comply with the rules of the U.S. Patent and Trademark Office for recordation of this Assignment.

5/2/2007
Date

Brent Walker Carter
Brent Walker Carter

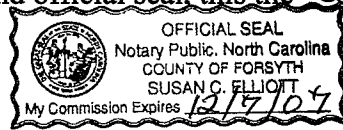
State of North Carolina

County of Forsyth

I, Susan C. ELLIOTT, a Notary Public for said County and State, do hereby certify that Brent Walker Carter personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and official seal, this the 2nd day of May, 2007.

(Official Seal)



Susan C. Elliott
Notary Public

My commission expires December 7, 2007

5/2/07
Date

John Larkin Nelson
John Larkin Nelson

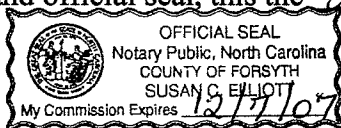
State of North Carolina

County of Forsyth

I, Susan C. ELLIOTT, a Notary Public for said County and State, do hereby certify that John Larkin Nelson personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and official seal, this the 2nd day of May, 2007.

(Official Seal)



Susan C. Elliott
Notary Public

My commission expires December 7, 2007

5/2/2007
Date

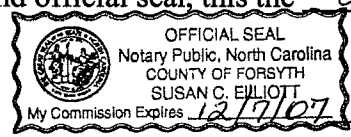
Rebecca Anne Rogers
Rebecca Anne Rogers

State of North Carolina
County of Forsyth

I, Susan C. Elliott, a Notary Public for said County and State, do hereby certify that Rebecca Anne Rogers personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and official seal, this the 2nd day of May, 2007.

(Official Seal)



Susan C. Elliott
Notary Public

My commission expires December 7, 2007

Attorney Docket No. 030627/321071