

PATENT ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Kevin Blick	02/12/2009
RECEIVING PARTY DATA	
Name:	British American Tobacco Japan, Ltd.
Street Address:	Atago Mori Tower 22 Floor, 2-5-1 Atago, Minato-ku
City:	Tokyo
State/Country:	JAPAN
Postal Code:	105-6222
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	29281013
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Total Attachments: 2	
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OP \$40.00 29281013

ASSIGNMENT OF INVENTION
AND OF LETTERS PATENT

Whereas, (the “**Inventor**”), **Kevin Blick**, whose post office address c/o BAT Pacific Corporation, Atago Mori Tower 22F, 2-5-1 Atago, Minato-ku, Tokyo 105-6222, Japan, has invented certain improvements in **TRANSPARENT PACKAGING FOR SMOKING ARTICLES**, (the “**Invention**”), and has executed a U.S. design patent application for United States Letters Patent of the same title, herewith, U.S. Design Patent Application Serial Number 29/281,013, filed on June 13, 2007, (the “**Application**”), claiming priority as a Paris Convention filing from a European Community Design Patent Application having a serial number 000639802, filed on December 14, 2006; and,

Whereas, (the “**Assignee**”), **British American Tobacco Japan, Ltd.**, whose post office address is Atago Mori Tower 22 Floor, 2-5-1 Atago, Minato-ku, Tokyo 105-6222, Japan (including its successors and assigns), desires to acquire my entire right, title and interest in said **Application** and **Invention**, and any United States 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 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.

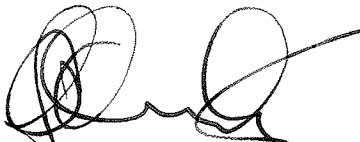
I hereby authorize and request the U.S. Commissioner of Patents and Trademarks to issue any Letters Patent granted upon the invention set forth in this **Application** to said **Assignee**.

ASSIGNOR/INVENTOR:



Kevin Bliet

ASSIGNEE:



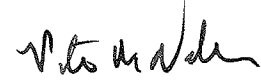
J. P. Clemente (on behalf of British American
Tobacco Japan, Ltd., in the capacity
of Legal Director & Attorney-in-fact)

WITNESSES:



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