

PATENT ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT										
NATURE OF CONVEYANCE:	ASSIGNMENT										
CONVEYING PARTY DATA											
<table border="1"> <thead> <tr> <th>Name</th> <th>Execution Date</th> </tr> </thead> <tbody> <tr> <td>Andrea Biondi</td> <td>06/01/2010</td> </tr> <tr> <td>Ivano Bertuzzi</td> <td>06/01/2010</td> </tr> <tr> <td>Roberto Polloni</td> <td>06/01/2010</td> </tr> <tr> <td>Michele Squarzoni</td> <td>06/01/2010</td> </tr> </tbody> </table>		Name	Execution Date	Andrea Biondi	06/01/2010	Ivano Bertuzzi	06/01/2010	Roberto Polloni	06/01/2010	Michele Squarzoni	06/01/2010
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RECEIVING PARTY DATA											
Name:	G.D SOCIETA' PER AZIONI										
Street Address:	Via Battindarno, 91										
City:	Bologna										
State/Country:	ITALY										
Postal Code:	40133										
PROPERTY NUMBERS Total: 1											
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> </tr> </thead> <tbody> <tr> <td>Application Number:</td> <td>12667432</td> </tr> </tbody> </table>		Property Type	Number	Application Number:	12667432						
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Application Number:	12667432										
CORRESPONDENCE DATA											
Fax Number:	(312)474-0448										
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>											
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Correspondent Name:	Marshall, Gerstein & Borun										
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NAME OF SUBMITTER:	James J. Napoli										
Total Attachments: 1											

OP \$40.00 12667432

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**PATENT
 REEL: 024579 FRAME: 0367**

ASSIGNMENT
OF APPLICATION FOR UNITED STATES LETTERS PATENT

WHEREAS

BIONDI Andrea of 40133 BOLOGNA (Italy) Via Piave, 6
BERTUZZI Ivanoe of 40033 CASALECCHIO DI RENO (Italy) Via Sandro Pertini, 2
POLLONI Roberto of 47015 MODIGLIANA (Italy) Via Lega, 91
SQUARZONI Michele of 44100 FERRARA (Italy) Via Paolo V, 22

(hereinafter referred to as the assignor), have invented a certain improvement relating to:

"PACKAGE OF CIGARETTES"

for which said assignor has caused an application for United States Letters Patent to be prepared,

- the inventor's declaration for said application being executed concurrently with the execution of this instrument; said application to be filed in the United States Patent and Trademark Office;
- said application having been filed in the United States Patent and Trademark Office on December 31, 2009 as Application No. 12/667,432
- said application having been filed under the Patent Cooperation Treaty on May 13, 2008, International Application No. PCT/IB2008/001257, the United States of America being designated.

AND WHEREAS:

G.D SOCIETA' PER AZIONI of BOLOGNA (Italy) Via Battindarno, 91

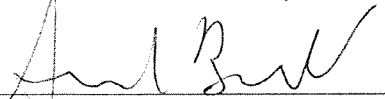
hereinafter referred to as the assignee, is desirous of acquiring the entire right, title and interest in and to said application, including any and all divisions and continuations thereof, and in and to said invention and any and all patents which may be granted therefor, including any and all renewals, reissues and prolongations thereof;

NOW THIS WITNESSETH, that in exchange for good and valuable consideration paid by said assignee to said assignor, the receipt of which is hereby acknowledged, said assignor hereby assigns, sells and transfers to said assignee, and said assignee's successors and assigns, the entire and exclusive right, title and interest in and to said application, including any and all divisions and continuations thereof, and to said invention and any and all patents which may be granted therefor, including any and all renewals, reissues and prolongations thereof; said assignee, and said assignee's successors and assigns, to have, hold, exercise and enjoy the said application including any and all divisions and continuations thereof, and the said invention and any and all patents which may be granted therefor, including any and all renewals, reissues and prolongations thereof, with all the rights, powers, privileges and advantages arising from or appertaining thereto, for and during the term or terms of any and all such patents when granted, including any and all renewals, reissues and prolongations thereof, for the use and benefit of said assignee, and said assignee's successors and assigns, in as ample and beneficial a manner as the said assignor might or could have held and enjoyed the same, if this assignment had not been made,

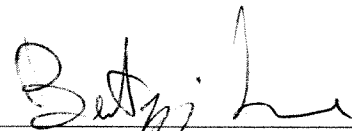
AND said assignor hereby agrees to perform, upon the request of said assignee, or said assignee's successors or assigns, any and all acts relating to the obtaining or to the asserting of said patents, including any and all renewals, reissues and prolongations thereof,

AND said assignor authorizes and requests the Commissioner of Patents and Trademarks to issue Letters Patent on said application, and on any and all divisions and continuations thereof, to said assignee, and said assignee's successors and assigns, in accordance herewith,

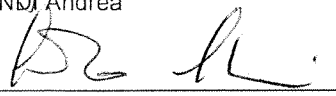
EXECUTED, this 1st day of June 2010



BIONDI Andrea



BERTUZZI Ivanoe



POLLONI Roberto



SQUARZONI Michele