

PATENT ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
ANDREW JONATHAN BRAY	08/09/2007
ALAN DOUGLAS TEARLE	08/09/2007
RECEIVING PARTY DATA	
Name:	BRITISH AMERICAN TOBACCO (INVESTMENTS) LTD.
Street Address:	GLOBE HOUSE, 1 WATER STREET
Internal Address:	A CORPORATION EXISTING UNDER THE LAWS OF ENGLAND AND WALES
City:	LONDON
State/Country:	UNITED KINGDOM
Postal Code:	WC2R 3LA
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13106341
CORRESPONDENCE DATA	
Fax Number:	(502)588-1982
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	5025841135
Email:	LMiller@MiddReut.com
Correspondent Name:	MIDDLETON REUTLINGER
Address Line 1:	401 Industry Road
Address Line 2:	BROWN & WILLIAMSON TOWER
Address Line 4:	Louisville, KENTUCKY 40202
ATTORNEY DOCKET NUMBER:	ZM621-11402
NAME OF SUBMITTER:	Charles I. Sherman
Total Attachments: 2 source=Assignment_signed#page1.tif source=Assignment_signed#page2.tif	

OP \$40.00 13106341

501574803

PATENT
REEL: 026493 FRAME: 0084

ASSIGNMENT OF INVENTION
AND OF LETTERS PATENT

Whereas, (the “**Inventors**”), **Andrew Jonathan Bray**, whose post office address is British American Tobacco (Investments) Limited, R&D Centre, Regents Park Road, Southampton SO15 8TL Great Britain; and, **Alan Douglas Tearle**, whose post office address is British American Tobacco (Investments) Limited, R&D Centre, Regents Park Road, Southampton SO15 8TL Great Britain, have invented certain improvements in **PACKAGES**, (the “**Invention**”), and have executed a U.S. utility patent application for United States Letters Patent of the same title, herewith (the “**Application**”), claiming priority as a ‘371 filing from PCT/GB2005/000245, filed on January 25, 2006, which claims priority to and benefit from Great Britain Patent Application Serial Number GB 0501733.0, filed on January 27, 2005; and,

Whereas, (the “**Assignee**”), **British American Tobacco (Investments) LTD**, a corporation existing under the laws of England and Wales, whose post office address is Globe House, 1 Water Street, London, United Kingdom WC2R 3LA (including its successors and assigns), desires to acquire our 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, we 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.

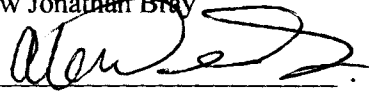
I hereby authorize and request the U.S. Commissioner of Patents and Trademarks to issue any Letters Patent granted upon the invention set forth in this **Application**

to said Assignee.

ASSIGNORS/INVENTORS:



Andrew Jonathan Bray



Alan Douglas Tearle

ASSIGNEE:



Robert William Drakeford (on behalf of British
American Tobacco (Investments) LTD, in the
capacity of ASSISTANT COMPANY SECRETARY

WITNESSES:



(signature)

Olivia Tolan

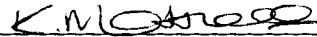
BAT (Investments) Ltd

(print name and address)

Regents Park Road

Southampton

SO15 8TL



(signature)

KAREN MATTHEWS

(print name and address)

BAT (INVESTMENTS) LTD

REGENTS PARK ROAD

MILLBROOK

SOUTHAMPTON SO15 8TL UK.