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Our Ref.: 35-330

"CORRECTIVE DOCUMENT"

RECORDATION FORM COVER SHEET CORRECTING INFORMATION RECORDED AT REEL 026667, FRAME 0532

PATENTS ONLY

P.O. Box 1450	
Alexandria, VA 22313-1450	144249
To the Honorable Commissioner of Patents and Trademarks: Ple	
Name of conveying party(ies):	2. Name and address of receiving party(ies):
Additional name/s of conveying party/ies attached? 3. Nature of conveyance: Assignment Merger Security Assignment Change of Name Other	Name: Imperial Tobacco Limited Internal Address: Street Address: Upton Road P.O. Box 244 City: Bristol State/Country: Great Britain, United Kingdom Zip: BS99 7UJ
Execution Date: 06/27/2011	
4. Application number(s) or patent number(s): If this document is being filed together with a new application, the execut A. Patent Application No(s). (1) 29/392,285 Additional numbers	B. Patent No(s). (1)
5. Name and address of party to whom correspondence	6. Total number of applications & patents involved: 1
concerning document should be mailed: Name: Michael J. Keenan	7. Total fee (37 CFR 3.41) \$ 40.00 Enclosed Authorized to be charged to deposit account #14-1140
Internal Address:	
Street Address: Nixon & Vanderhye P.C. 901 North Glebe Road 11th Floor City: Arlington State: VA Zip: 22203	8. The Commissioner is hereby authorized to charge any deficiency in the fee(s) filed, or asserted to be filed, or which should have been filed herewith (or with any paper thereafter filed in this application by this firm) to our Account No. 14-1140.
DO NOT USE THIS SPACE	
9. Statements and signature. To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.	
Michael J. Keenan /Michae	J. Keenan/ August 3, 2011
Name of Person Signing Sig Reg. No. 32,106	nature Date ginal cover sheet, attachments, and document: [2]

PATENT REEL: 026700 FRAME: 0650

35-330

ASSIGNMENT FOR PATENT APPLICATION (U.S. RIGHTS ONLY)

WHEREAS, Tim Collins of c/o path design, 3 Northfields Prospect, Northfields, London SW18 1PE, Great Britain, (hereinafter ASSIGNOR), has made an invention entitled CIGARETTE PACK for which a so-entitled application for Letters Patent of the United States is being concurrently executed herewith; was filed in the United States Patent and Trademark Office on May 19, 2011 under Serial No. 29/392,285;

WHEREAS, Imperial Tobacco Limited (hereinafter ASSIGNEE), a corporation of the Country of Great Britain, having an office and place of business at Upton Road, P.O. Box 244, Bristol BS99 7UJ, Great Britain is desirous of acquiring an interest therein;

NOW, THEREFORE, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the said ASSIGNOR by these presents hereby sells, assigns, and transfers unto the said ASSIGNEE, its successors, assigns, and legal representatives, ASSIGNOR's entire right, title and interest in the United States of America as defined in 35 U.S.C. § 100, in and to the invention as described in the aforesaid application and to the said application and to all subsequent applications based thereon including any and all continuations, divisions, reissues, and substitutes of said application, and all resulting patents, and the ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue said Letters Patent to ASSIGNEE, for its interest as ASSIGNEE, its successors, assigns, and legal representatives. It is understood and agreed that ASSIGNEE's attorneys Nixon & Vanderheye P.C. have represented only ASSIGNEE and will continue to represent only ASSIGNEE with respect to this invention:

ASSIGNOR hereby agrees to transfer a like interest upon request of said ASSIGNEE, its successors, assigns, and legal representatives, and without further remuneration, in and to any improvements, and applications for patents based thereon, growing out of or related to the said invention;

ASSIGNOR hereby agrees to execute any papers by ASSIGNEE, its successors, assigns, and legal representatives, deemed essential to ASSIGNEE's full protection and title in and to the invention hereby transferred.

AGREED and executed as noted below:

27th June 2011 T.P. Collins.

PATENT 1813361 REEL: 026700 FRAME: 0651

RECORDED: 08/03/2011