

## PATENT ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT
CONVEYING PARTY DATA	
Name	Execution Date
Darrell Holton Jr.	10/13/2011
RECEIVING PARTY DATA	
Name:	R.J. Reynolds Tobacco Company
Street Address:	401 North Main Street
City:	Winston-Salem
State/Country:	NORTH CAROLINA
Postal Code:	27101-3804
PROPERTY NUMBERS Total: 1	
Property Type	Number
Application Number:	13240525
CORRESPONDENCE DATA	
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Correspondent Name:	Ryan W. Cagle
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Address Line 2:	P.O. Box 831
Address Line 4:	Raleigh, NORTH CAROLINA 27601
ATTORNEY DOCKET NUMBER:	R60999 2250.1 (0242.4)
NAME OF SUBMITTER:	Ryan W. Cagle
Total Attachments: 2 source=R60999_2250_1_Assignment-EXECUTED#page1.tif source=R60999_2250_1_Assignment-EXECUTED#page2.tif	

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**WORLDWIDE INVENTION ASSIGNMENT**

WHEREAS, the undersigned (hereinafter referred to as "Assignor") has or may have invented certain inventions and improvements disclosed in the United States patent application entitled "**TRANSLUCENT SMOKELESS TOBACCO PRODUCT** " and designated as

- ☒ Application No. 13/240,525; filed September 22, 2011
- ☐ Application claims priority from Application No. , filed , all applications listed above being hereinafter referred to as the "Application(s)";

WHEREAS, it is agreed that

R.J. Reynolds Tobacco Company  
401 North Main Street  
Winston-Salem, NC 27101-3804

(hereinafter referred to as "Assignee"), is entitled to or is desirous of acquiring all right, title and interest related to the same;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor, by these presents, does sell, assign and transfer unto Assignee the full, exclusive and entire right, title and interest, worldwide: (i) in and to all inventions and improvements disclosed and described in the Application(s); (ii) in and to said Application(s) and any other United States national stage, provisional, non-provisional, divisional, continuation, continuation-in-part, or design patent applications based in whole or in part upon said inventions or improvements and/or claiming priority to said Application(s) (the "U.S. Applications"); (iii) in an to any Patent Cooperation Treaty applications based in whole or in part upon said inventions or improvements and/or claiming priority to said Application(s); (iv) in and to any and all applications for industrial property protection, including without limitation applications for patent, utility model, inventor's certificate, and design, filed or which are hereafter filed in countries outside the United States (the "Foreign Applications") and which describe in whole or in part said inventions and improvements, said Foreign Applications to be filed and issued in the name of Assignee or its designee insofar as permitted by applicable law; (v) in and to all patents or similar protective rights in the United States or elsewhere which may be granted on the U.S. Applications and Foreign Applications and all reissues, reexaminations, and extensions thereof, any and all such patents or other protective rights to issue in the name of Assignee and for the sole use and behoof of Assignee and its successors and assigns; and (vi) in and to the right to claim any applicable foreign or

domestic priority rights arising from or required for any of the aforementioned applications under the terms of any applicable conventions, treaties, statutes, or regulations.

AND, for the same consideration, Assignor agrees to (i) communicate to Assignee, its successors, legal representatives and assigns, any facts known to Assignor respecting said inventions and improvements or the history thereof and any and all documents, photographs, models, samples or other physical exhibits which may embody said inventions or improvements; (ii) sign or execute all lawful papers, applications, declarations, affidavits, assignments and rightful oaths that may be requested by Assignee during prosecution or enforcement of any rights related to the inventions and improvements; (iii) testify in any proceedings relating to said inventions or improvements or rights granted therefor; and (iv) generally do everything possible to aid Assignee and its successors, legal representatives and assigns, to obtain and enforce proper protection for all said inventions and improvements in all countries throughout the world.

Assignor covenants with Assignee, its successors, legal representatives and assigns, that no assignment, grant, mortgage, license or other agreement affecting the rights and property herein conveyed has been made to others by the undersigned. Assignor further agrees that Assignee, its successors, legal representatives and assigns, may insert into this Assignment any further text necessary or desirable to define the Applications to which the Assignment pertains for purposes of recordation, and also agrees that the Assignment is effective at least as early as September 22, 2011 the earliest priority date of the Application(s).

10/13/2011  
Date

Darrell Holton Jr  
DARRELL HOLTON, JR.

State of North Carolina  
County of Forsyth

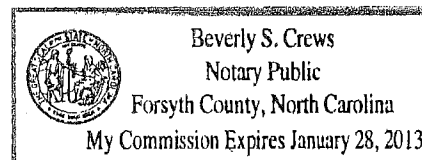
I, Beverly S Crews, a Notary Public for said County and State, do hereby certify that DARRELL HOLTON, JR. personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and official seal, this the 13 day of October, 2011.

(Official Seal)

My commission expires January 28, 2013

Beverly S Crews  
Notary Public



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