

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT3096302

SUBMISSION TYPE:	NEW ASSIGNMENT	
NATURE OF CONVEYANCE:	ASSIGNMENT	
CONVEYING PARTY DATA		
	Name	Execution Date
	LIGGETT VECTOR BRANDS LLC	10/02/2014
RECEIVING PARTY DATA		
Name:	ZOOM E-CIGS LLC	
Street Address:	3800 PARAMOUNT PARKWAY, SUITE 250	
Internal Address:	POST OFFICE BOX 2010	
City:	MORRISVILLE	
State/Country:	NORTH CAROLINA	
Postal Code:	27560	
PROPERTY NUMBERS Total: 1		
	Property Type	Number
	Application Number:	29493896
CORRESPONDENCE DATA		
Fax Number:	(949)760-9502	
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	949-760-0404	
Email:	efiling@knobbe.com	
Correspondent Name:	KNOBBE MARTENS OLSON & BEAR LLP.	
Address Line 1:	2040 MAIN STREET	
Address Line 2:	14TH FLOOR	
Address Line 4:	IRVINE, CALIFORNIA 92614	
ATTORNEY DOCKET NUMBER:	ZOOM.141DA	
NAME OF SUBMITTER:	ALLYSON G. BROWN	
SIGNATURE:	/Allyson G. Brown/	
DATE SIGNED:	11/05/2014	
Total Attachments: 3		
source=ZOOM141DA_ASSIGNMENT#page1.tif		
source=ZOOM141DA_ASSIGNMENT#page2.tif		
source=ZOOM141DA_ASSIGNMENT#page3.tif		

ASSIGNMENT

LIGGETT VECTOR BRANDS LLC, a Delaware limited liability company having a place of business in Morrisville, North Carolina ("ASSIGNOR") is the owner of certain new and useful improvements, works, technology, inventions, developments, ideas, ornamental designs or discoveries related to electronic cigarette packaging (collectively hereinafter referred to as the "Work") for which an application for Letters Patent in the United States has been prepared for filing (identified above) with the United States Patent and Trademark Office (hereinafter the "Application").

ASSIGNOR agrees to assign and hereby assigns, and/or has assigned and hereby confirms its assignment, to ZOOM E-CIGS LLC, its successors, legal representatives and assigns (hereinafter referred to as "ASSIGNEE"), its entire right, title and interest throughout the world in, to and under the Application and the Work, including all provisional applications relating thereto, all non-provisional applications claiming priority thereto and all applications for the Work, including all divisions, continuations, continuations-in-part, reissues, and reexaminations thereof, and all Letters Patent of the United States which may be granted thereon and all reissues and extensions thereof, and all rights of priority under International Conventions and applications for letters patent which may hereafter be filed for the Work in any country foreign to the United States, and all letters patent which may be granted for the Work in any country foreign to the United States and all extensions, renewals and reissues thereof, and any and all causes of action, claims for damages and remedies arising out of any infringement or violation of the rights relating to the Work that may have accrued prior to the date of assignment to ASSIGNEE, or that may accrue thereafter, including without limitation, the right to sue for, collect and retain damages for past infringement of the Work or related rights. ASSIGNOR hereby waives any moral rights ASSIGNOR may have in the Work. ASSIGNOR hereby authorizes and requests the Commissioner of Patents of the United States and any official of any country or countries foreign to the United States whose duty it is to issue patents on applications, to issue all letters patent for the Work to ASSIGNEE and its successors, legal representatives and assigns.

ASSIGNOR represents and warrants to ASSIGNEE that (i) it has not pledged, hypothecated or otherwise encumbered the Work; (ii) to the best of ASSIGNOR'S knowledge, the validity of the Work has never been questioned; (iii) ASSIGNOR has not entered into a contract or made any commitment that will or may impair ASSIGNEE's rights hereunder; and (iv) ASSIGNOR did not engage any other individual or entity, other than employees of ASSIGNOR working within the scope of their employment, to assist ASSIGNOR in the creation of the Work.

At ASSIGNEE's written request, ASSIGNOR shall take any and all steps and execute, acknowledge and deliver to ASSIGNEE any and all further instruments and assurances necessary or expedient in order to vest the rights and causes of action referenced herein in and to ASSIGNEE.

ASSIGNOR agrees that it will communicate to ASSIGNEE and its successors, legal representatives and assigns, any facts known to ASSIGNOR respecting the Work, and that ASSIGNOR will testify in any legal proceeding, sign all lawful papers, execute all patent applications including divisional, continuing and reissue applications, make all rightful oaths and generally do everything possible to aid ASSIGNEE, its legal representatives and assigns to obtain and enforce intellectual property protection for the Work in all countries.


ASSIGNOR shall provide to ASSIGNEE all information concerning the Work, hold all information concerning the Work in confidence and not disclose such information to others and not use such information commercially or for the purpose of any development or improvement for

anyone other than ASSIGNEE, and ASSIGNOR hereby assigns to ASSIGNEE the right to prevent unauthorized use of such information.

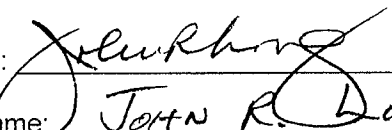
ASSIGNOR hereby constitutes and appoints ASSIGNEE as ASSIGNOR's true and lawful attorney in fact, and to take any and all steps, including proceedings at law, in equity or otherwise to execute, acknowledge and deliver any and all instruments and assurances or expedient in order to vest the rights and causes of action referenced herein more effectively in ASSIGNEE or to protect the same, or to enforce any claim or right of any kind with respect thereto. ASSIGNOR hereby declares that the foregoing power is coupled with an interest and is irrevocable.

Signature before a Notary is desirable but not required. When signed in the presence of a Notary, the appropriate notarial documentation will be attached. This Assignment may be executed in multiple counterparts.

LIGGETT VECTOR BRANDS LLC
("ASSIGNOR")

By: 
Name: James A. Taylor
Title: Executive VP
Date: October 2, 2014

ZOOM E-CIGS LLC
("ASSIGNEE")

By: 
Name: John R. Long
Title: VP & GENERAL COUNSEL
Date: October 2, 2014

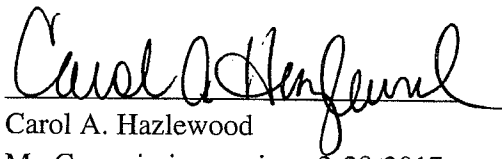
18335518

Notarial Acknowledgment

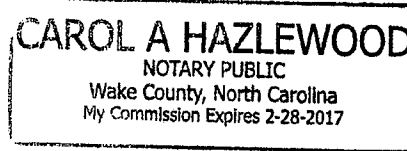
State of North Carolina
Wake County

I, Carol A. Hazlewood, a Notary Public for Wake County, North Carolina, do hereby certify that James A. Taylor personally appeared before me this day and acknowledged the due execution of the foregoing instrument.

Witness my hand and official seal this the 2nd day of October, 2014.


Carol A. Hazlewood

My Commission expires: 2-28-2017



(SEAL)