

PATENT ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

EPAS ID: PAT4123119

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
LOEC, INC.	07/18/2016

RECEIVING PARTY DATA

Name:	Fontem Holdings 4 B.V.
Street Address:	BARBARA STROZZILAAN 101, 12TH FLOOR
City:	AMSTERDAM
State/Country:	NETHERLANDS
Postal Code:	1083 HN

PROPERTY NUMBERS Total: 15

Property Type	Number
Application Number:	61992669
Application Number:	61992674
Application Number:	61992710
Application Number:	61992697
Application Number:	61992679
Application Number:	14711593
Application Number:	14711600
Application Number:	14711691
Application Number:	14711698
Application Number:	14711580
PCT Number:	US2015030629
PCT Number:	US2015030655
PCT Number:	US2015030653
PCT Number:	US2015030633
PCT Number:	US2015030632

CORRESPONDENCE DATA

Fax Number:

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.

Phone: 612-486-1900

Email:	MN_IPMail@dykema.com
Correspondent Name:	REED HEIMBECHER / DYKEMA GOSSETT PLLC
Address Line 1:	90 SOUTH SEVENTH STREET
Address Line 2:	4000 WELLS FARGO CENTER
Address Line 4:	MINNEAPOLIS, MINNESOTA 55402

ATTORNEY DOCKET NUMBER:	459; 627; 623; 625; 629
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NAME OF SUBMITTER:	CARYN L. KUNS
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SIGNATURE:	/Caryn Kuns/
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DATE SIGNED:	11/01/2016
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Total Attachments: 8

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CONFIRMATORY ASSIGNMENT

WHEREAS LOEC, Inc., a corporation organized and existing under the laws of the State of Delaware, and having a business address at 714 Green Valley Road, Greensboro, NC 27408 (hereinafter **ASSIGNOR**), owned or owns the Transferred IP Assets set forth in **Schedules A & B** hereto;

AND WHEREAS **Fontem Holdings 4 B.V.**, a company organized and existing under the laws of The Netherlands, and having a business address at Barbara Strozzi 101, 12th floor, 1083 HN, Amsterdam, The Netherlands (hereinafter **ASSIGNEE**), is desirous of confirming its prior acquisition of, or acquiring, all of **ASSIGNOR's** right, title, and interest in and to the Transferred IP Assets set forth in **Schedules A & B** hereto;

AND WHEREAS, as part of an Asset Purchase Agreement (dated 15 July 2014) between, among others, Reynolds American Inc. (an affiliate of **ASSIGNOR**) and Imperial Tobacco Group PLC (an affiliate of **ASSIGNEE**), and an Intellectual Property Assignment (dated 12 June 2015) between the Lorillard Asset Owners (comprising **ASSIGNOR**) and **ASSIGNEE**, the Lorillard Asset Owners agreed to transfer or cause to be transferred to **ASSIGNEE** all of **ASSIGNOR's** right, title, and interest in and to the Transferred IP Assets set forth in **Schedules A & B** hereto;

NOW, THEREFORE, for and in consideration of good and valuable consideration, the receipt of which is hereby acknowledged, said **ASSIGNOR** hereby confirms that it has assigned and/or hereby assigns unto **ASSIGNEE**, its permitted successors and assigns, all of **ASSIGNOR's** right, title, and interest in and to the Transferred IP Assets set forth in **Schedules A & B** hereto, including all reissues, divisions, continuations, continuations in part, extensions and reexaminations thereof, and all rights therein provided by international treaties or conventions, and including the **ASSIGNOR's** right to bring action and claim relief in respect of any infringement or unauthorized use of the Transferred IP Assets set forth in **Schedules A & B** whether occurring before, on, or after the date of this Confirmatory Assignment;

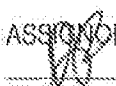
AND **ASSIGNOR** HEREBY confirms that **ASSIGNOR** has agreed and/or hereby agrees to sign any documents and to do all other things reasonably necessary to give effect to this Confirmatory Assignment as soon as reasonably practicable including to enable **ASSIGNEE** to fulfill all relevant national registry requirements for recordal of the assignment of the Transferred IP Assets set forth in **Schedules A & B** at those registries;

AND **ASSIGNOR** HEREBY authorizes and requests the Commissioner of Patents and Trademark of the United States, and the equivalent governmental authorities in any other jurisdiction applicable to the Transferred IP Assets set forth in **Schedules A & B** to record this Confirmatory Assignment;

AND **ASSIGNOR** HEREBY covenants and agrees with **ASSIGNEE**, its permitted successors and assigns, that **ASSIGNOR** had the right to convey all of **ASSIGNOR's** interest confirmed herein or has the right to convey all of **ASSIGNOR's** interest conveyed hereby, and that **ASSIGNOR** for a period of two (2) years following 12 June 2015 will use commercially reasonable efforts to ensure that copies of all correspondence that it receives, or its agents receive, relating to the registration and/or the use of the Transferred IP Assets set forth in **Schedules A & B** (including any notification received from any relevant registry or other third parties) are promptly delivered to **ASSIGNEE**;

AND **ASSIGNOR** HEREBY agrees with **ASSIGNEE** that, in the event of any conflict or inconsistency between the terms of this Confirmatory Assignments and either of the two prior agreements noted in the third paragraph herein, the terms of those prior agreements shall control;

AND **ASSIGNOR** HEREBY FURTHER covenants and agrees that this Confirmatory Assignment is effective as of 12 June 2015 for each of the Transferred IP Assets set forth in **Schedules A & B** hereto.

 ASSIGNOR's Representative's Initials

IN TESTIMONY WHEREOF, said ASSIGNOR hereunto sets its hand on the under-mentioned day and year, and delivers this Confirmatory Assignment.

LOEC, Inc.

July 18, 2016
(Date)

By: [Signature]
(Signature of ASSIGNOR Representative)

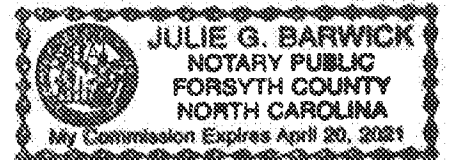
McDon P. Esler, III
(Printed Name of ASSIGNOR Representative)

President
(Title of ASSIGNOR Representative)

TODAY, BEFORE ME, a Notary Public in and for the under-mentioned place, personally appeared the above-named representative of said ASSIGNOR, to me known and known to me to be the person of that name, who signed the foregoing Confirmatory Assignment and acknowledged that execution of the same was a free act and deed.

July 18, 2016
(Date)

Winston-Salem, NC USA
(Place)



April 20, 2021
(Commission Expiry Date)

Julie G. Barwick, Notary
(Notary Public: Signature and Name)

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ASSIGNOR's Representative's Initials
[Signature]

SAID ASSIGNEE HEREBY acknowledges the aforesaid statements and accepts the aforesaid Confirmatory Assignment.

Fontem Holdings 4 B.V.

08.08.16
(Date)

By: [Signature]
(Signature of ASSIGNEE Representative)

Daniel Süß
(Printed Name of ASSIGNEE Representative)

Patent Manager
(Title of ASSIGNEE Representative)

H. Fleischhauer
(Witness #1: Signature)

Holger Fleischhauer
(Witness #1: Printed Name)

C. Gerdins-Reimers
(Witness #2: Signature)

Claas Gerdins-Reimers
(Witness #2: Printed Name)

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ASSIGNOR's Representative's Initials
[Signature]

SCHEDULE A

Co	APPLICATION	FILING DATE	TITLE	INVENTORS
US	29/469,658	11-Oct-13	ASHLESS TRAY	Rasmussen, Dennis Alarcon, Ramon
US	61/992,669	13-May-14	CHARACTERIZATION AND INTELLIGENT CHARGING OF ELECTRONIC CIGARETTES	Alarcon, Ramon Starman, Michael
US	29/522,530	31-Mar-15	CHARGER FOR ELECTRONIC DEVICE	Charles W. Thurston
EP	002190546-0001	25-Feb-13	CHARGING DEVICE	Steven A. Marks
EP	002190546-0002	25-Feb-13	CHARGING DEVICE	Steven A. Marks
WO	PCT/US2014/043742	23-Jun-14	CLINICAL INTERFACE	Alarcon, Ramon Howard, Dennis Christopher
WO	PCT/US2014/043253	19-Jun-14	DEVICE AND METHOD FOR SENSING MASS AIRFLOW	Alarcon, Ramon Starman, Michael
US	62/051,812	17-Sep-14	DEVICE FOR STORING AND VAPORIZING LIQUID MEDIA	Alarcon, Ramon
US	61/907,239	21-Nov-13	DEVICE, METHOD AND SYSTEM FOR LOGGING SMOKING DATA	Howard, Chris Starman, Michael Kepner, Chris Alarcon, Ramon
US	14/550,717	21-Nov-14	DEVICE, METHOD AND SYSTEM FOR LOGGING SMOKING DATA	Kepner, Chris Alarcon, Ramon Starman, Michael Howard, Dennis Christopher
WO	PCT/US2014/066950	21-Nov-14	DEVICE, METHOD AND SYSTEM FOR LOGGING SMOKING DATA	Alarcon, Ramon Kepner, Chris Starman, Michael Howard, Dennis Christopher
US	14/529,963	31-Oct-14	DISABLING CONTROL FOR AN ELECTRONIC SMOKING DEVICE	Alarcon, Ramon Healy, Jason
US	14/529,984	31-Oct-14	DOSING CONTROL FOR AN ELECTRONIC SMOKING DEVICE	Alarcon, Ramon Healy, Jason

ASSIGNOR's Representative's Initials

CO	APPLICATION	FILING DATE	TITLE	INVENTORS
US	61/871,639	29-Aug-13	ECIG FOR AUTOMATED ASSEMBLY	Alarcon, Ramon
EP	002209544-0001	26-Mar-13	ELECTRONIC CIGARETTE	Steven A. Marks
CN	201420131795.5	21-Mar-14	ELECTRONIC CIGARETTE CHARGING PACK WITH STABILIZATION SLEEVE	Howard, Dennis Christopher Alarcon, Ramon
EP	002445460-0001	11-Apr-14	ELECTRONIC CIGARETTE HOLDERS	Alarcon, Ramon Rasmussen, Dennis
EP	002445460-0002	11-Apr-14	ELECTRONIC CIGARETTE HOLDERS	Alarcon, Ramon Rasmussen, Dennis
US	29/448,079	8-Mar-13	ELECTRONIC CIGARETTE PACK	Alarcon, Ramon Healy, Jason
CN	201330433434.7	9-Sep-13	ELECTRONIC CIGARETTE PACK	Healy, Jason Alarcon, Ramon
EP	002307710-0001	12-Sep-13	ELECTRONIC CIGARETTE PACK	Alarcon, Ramon Healy, Jason
US	13/987,315	28-Aug-12	ELECTRONIC CIGARETTE PACK WITH LIVING HINGE	Alarcon, Ramon
US	29/523,344	8-Apr-15	ELECTRONIC CIGARETTE PACK WITH LIVING HINGE	Alarcon, Ramon
US	13/099,266	2-May-11	ELECTRONIC SMOKING DEVICE	Alarcon, Ramon
WO	PCT/US2011/034848	2-May-11	ELECTRONIC SMOKING DEVICE	Healy, Jason Alarcon, Ramon
AU	2011245104	2-May-11	ELECTRONIC SMOKING DEVICE	Alarcon, Ramon Healy, Jason
CA	2,797,975	2-May-11	ELECTRONIC SMOKING DEVICE	Alarcon, Ramon Healy, Jason
CN	201180026829.3	2-May-11	ELECTRONIC SMOKING DEVICE	Alarcon, Ramon Healy, Jason
EP	11775713.8	2-May-11	ELECTRONIC SMOKING DEVICE	Alarcon, Ramon Healy, Jason
JP	2013-508092	2-May-11	ELECTRONIC SMOKING DEVICE	Healy, Jason Alarcon, Ramon
CN	201510184365.9	2-May-11	ELECTRONIC SMOKING DEVICE	Alarcon, Ramon Healy, Jason
HK	13110591.7	13-Sep-13	ELECTRONIC SMOKING DEVICE	Healy, Jason Alarcon, Ramon

ASSIGNOR's Representative's Initials

CO	APPLICATION	FILING DATE	TITLE	INVENTORS
AU	2013237685	3-Oct-13	ELECTRONIC SMOKING DEVICE	Alarcon, Ramon Healy, Jason
US	61/992,674	13-May-14	ELECTRONIC SMOKING DEVICE AND DATA EXCHANGE APPLICATIONS	Alarcon, Ramon Rasmussen, Dennis
WO	PCT/US2014/053548	29-Aug-14	ELECTRONIC SMOKING DEVICE CONFIGURED FOR AUTOMATED ASSEMBLY	Alarcon, Ramon
WO	PCT/US2014/037558	9-May-14	FLAVOR VORTEX DEVICE	Alarcon, Ramon Rasmussen, Dennis Brown, Steven E.
US	62/040,944	22-Aug-14	METHOD, SYSTEM AND DEVICE FOR CONTROLLING A HEATING ELEMENT	Alarcon, Ramon
US	61/992,710	13-May-14	METHOD, SYSTEM AND DEVICE FOR CONTROLLING CHARGING OF BATTERIES IN ELECTRONIC CIGARETTES	Alarcon, Ramon
US	61/992,697	13-May-14	METHOD, SYSTEM AND DEVICE FOR INDUCTIVELY CHARGING BATTERIES IN ELECTRONIC CIGARETTES	Alarcon, Ramon
WO	PCT/US2014/051368	15-Aug-14	METHOD, SYSTEM AND DEVICE FOR SWITCHLESS DETECTION AND CHARGING	Alarcon, Ramon Blau, David Kepner, Christopher
US	29/512,608	19-Dec-14	MOUTHPIECE	Alarcon, Ramon Rasmussen, Dennis
US	29/460,888	16-Jul-13	NOZZLE	Alarcon, Ramon Rasmussen, Dennis
CN	201430012281.3	16-Jan-14	NOZZLE	Alarcon, Ramon Rasmussen, Dennis
EP	002385609	16-Jan-14	NOZZLE	Rasmussen, Dennis Alarcon, Ramon
US	61/901,941	8-Nov-13	PACKAGING FOR ELECTRONIC SMOKING DEVICE	Alarcon, Ramon
US	14/537,662	10-Nov-14	PACKAGING FOR ELECTRONIC SMOKING DEVICE	Alarcon, Ramon

ASSIGNOR'S Representative's Initials

Co	APPLICATION	FILING DATE	TITLE	INVENTORS
EP	002209478-0001	26-Mar-13	PRODUCT PACKAGING	Steven A. Marks
EP	002209478-0002	26-Mar-13	PRODUCT PACKAGING	Steven A. Marks
US	29/495,021	26-Jun-14	REFILL BOTTLE	Douglas Mutter
EP	002597435-0001	15-Dec-14	REFILL BOTTLE	Douglas Mutter
US	61/887,065	4-Oct-13	RETAIL ENGINE FOR ELECTRONIC SMOKING DEVICE	Kepner, Christopher Alarcon, Ramon
US	14/507,685	6-Oct-14	RETAIL ENGINE FOR ELECTRONIC SMOKING DEVICE	Alarcon, Ramon Kepner, Christopher
WO	PCT/US2014/059356	6-Oct-14	RETAIL ENGINE FOR ELECTRONIC SMOKING DEVICE	Alarcon, Ramon Kepner, Christopher
US	61/992,679	13-May-14	SUBSCRIPTION SERVICE FOR ELECTRONIC CIGARETTES	Alarcon, Ramon
US	61/866,360	15-Aug-13	UPDATED SWITCHLESS DETECTION	Alarcon, Ramon Blau, David Kepner, Christopher
US	62/110,089	30-Jan-15	WICK-POSITIONING CARTOMIZER	Alarcon, Ramon

ASSIGNOR's Representative's Initials

SCHEDULE B

CO	APPLICATION	FILING DATE	TITLE	INVENTORS
WO	PCT/US2015/030632	13-May-15	CHARACTERIZATION AND INTELLIGENT CHARGING OF ELECTRONIC CIGARETTES	Alarcon, Ramon Starman, Michael
US	14/711,593	13-May-15	CHARACTERIZATION AND INTELLIGENT CHARGING OF ELECTRONIC CIGARETTES	Starman, Michael Alarcon, Ramon
US	61/837,860	21-Jun-13	CLINICAL INTERFACE	Howard, Dennis Christopher Alarcon, Ramon
US	61/836,923	19-Jun-13	DEVICE AND METHOD FOR SENSING MASS AIRFLOW	Alarcon, Ramon Starman, Michael
US	61/693,943	28-Aug-12	ELECTRONIC CIGARETTE PACK WITH LIVING HINGE	Alarcon, Ramon
US	61/330,140	30-Apr-10	ELECTRONIC SMOKING DEVICE	Alarcon, Ramon
WO	PCT/US2015/030633	13-May-15	ELECTRONIC SMOKING DEVICE AND DATA EXCHANGE APPLICATIONS	Alarcon, Ramon Rasmussen, Dennis
US	14/711,600	13-May-15	ELECTRONIC SMOKING DEVICE AND DATA EXCHANGE APPLICATIONS	Alarcon, Ramon Rasmussen, Dennis
US	61/821,854	10-May-13	FLAVOR VORTEX DEVICE	Brown, Steven E. Alarcon, Ramon Rasmussen, Dennis
WO	PCT/US2015/030653	13-May-15	METHOD, SYSTEM AND DEVICE FOR CONTROLLING CHARGING OF BATTERIES IN ELECTRONIC CIGARETTES	Alarcon, Ramon
US	14/711,691	13-May-15	METHOD, SYSTEM AND DEVICE FOR CONTROLLING CHARGING OF BATTERIES IN ELECTRONIC CIGARETTES	Alarcon, Ramon
WO	PCT/US2015/030655	13-May-15	METHOD, SYSTEM AND DEVICE FOR INDUCTIVELY CHARGING BATTERIES IN ELECTRONIC CIGARETTES	Alarcon, Ramon
US	14/711,698	13-May-15	METHOD, SYSTEM AND DEVICE FOR INDUCTIVELY CHARGING BATTERIES IN ELECTRONIC CIGARETTES	Alarcon, Ramon
US	61/839,589	26-Jun-13	METHOD, SYSTEM AND DEVICE FOR SWITCHLESS DETECTION CHARGING	Alarcon, Ramon Blau, David Kepner, Christopher
EP	002712604	3-Jun-15	MOUTHPIECE	Rasmussen, Dennis Alarcon, Ramon
WO	PCT/US2015/030629	13-May-15	SUBSCRIPTION SERVICE FOR ELECTRONIC CIGARETTES	Alarcon, Ramon
US	14/711,580	13-May-15	SUBSCRIPTION SERVICE FOR ELECTRONIC CIGARETTES	Alarcon, Ramon

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ASSIGNOR'S Representative's Initials

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