506187245 08/04/2020

PATENT ASSIGNMENT COVER SHEET

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT

CONVEYING PARTY DATA

Name	Execution Date
STEVEN HOLFORD	07/31/2020

RECEIVING PARTY DATA

Name:	BRITISH AMERICAN TOBACCO (INVESTMENTS) LIMITED
Street Address:	GLOBE HOUSE, 1 WATER STREET
City:	LONDON
State/Country:	UNITED KINGDOM
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PROPERTY NUMBERS Total: 1

Property Type	Number
Application Number:	16963579

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ATTORNEY DOCKET NUMBER:	BM30209US
NAME OF SUBMITTER:	DANIEL F. DREXLER
SIGNATURE:	/Daniel F. Drexler/
DATE SIGNED:	08/04/2020

Total Attachments: 1 source=8LC6180#page1.tif

PATENT 506187245 REEL: 053397 FRAME: 0203

ASSIGNMENT

WHEREAS We/I, **Steven HOLFORD** of c/o Globe House, 1 Water Street, London WC2R 3LA United Kingdom (hereinafter referred to as "ASSIGNOR(S)"); have invented certain new and useful improvements in:

A PACK

(hereinafter referred to as "INVENTION") which claims priority to British Application No. 1801342.5, filed on January 26, 2018; was filed on January 18, 2019 as International Application No. PCT/GB2019/050135; and for which we, said ASSIGNORS, are about to file or have filed an application for a United States Patent (hereinafter collectively referred to as "APPLICATIONS");

AND WHEREAS, **British American Tobacco (Investments) Limited** (hereinafter referred to as "ASSIGNEE"), a corporation organized and existing under the laws of the United Kingdom, having a place of business at Globe House, 1 Water Street, London WC2R 3LA United Kingdom is desirous of acquiring an interest in any and all countries, in and to the INVENTION, the APPLICATIONS, and any Patents that issue therefrom;

NOW THEREFORE, TO ALL WHOM IT MAY CONCERN, be it known that for good and valuable consideration, the receipt of which is hereby acknowledged, we, the ASSIGNORS, have assigned and transferred, and hereby assign and transfer unto ASSIGNEES, the entire right, title and interest in and to the INVENTION, the APPLICATIONS, and any and all Patents that may be issued therefrom, in any and all countries, including any and all revivals, refilings, continuations, continuations-in-part, divisions and reissues thereof, to ASSIGNEES; and we, the ASSIGNORS, do hereby agree that we will execute all papers necessary in connection with any and all patent applications when called upon to do so by ASSIGNEES, their successors or assigns, and that we will, at the cost and expense of ASSIGNEES, fully assist and cooperate in all matters in connection with any and all patent applications and Patents issuing thereon.

The undersigned declare that all statements made herein of their own knowledge are true and that all statements made on information and belief are believed to be true; and further that these statements were made with the knowledge that willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the APPLICATIONS or any Patents issuing thereon.

Date: 31/07/20	Flall	L.S
	Steven HOLFORD	

RECORDED: 08/04/2020

PATENT REEL: 053397 FRAME: 0204