

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Davidoff & Cie SA		02/15/2008	CORPORATION: SWITZERLAND
RECEIVING PARTY DATA			
Name:	Winston S. Churchill		
Street Address:	4 Belgrave Square		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	SWIX 8PH		
Entity Type:	INDIVIDUAL: UNITED KINGDOM		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	77203697	WINSTON CHURCHILL CHEQUERS	
Serial Number:	77203670	WINSTON CHURCHILL NO. 10	
CORRESPONDENCE DATA			
Fax Number:	(212)940-8671		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-940-8673		
Email:	jan.tamulewicz@kattenlaw.com		
Correspondent Name:	Jan Tamulewicz		
Address Line 1:	575 Madison Avenue		
Address Line 4:	New York, NEW JERSEY 10022-2585		
ATTORNEY DOCKET NUMBER:	100380/00001		
DOMESTIC REPRESENTATIVE			
Name:	Katten Muchin Rosenman LLP		
Address Line 1:	575 Madison Avenue		

CH \$65.00 77203697

Address Line 4: New York, NEW YORK 10022

NAME OF SUBMITTER:

Jan Tamulewicz

Signature:

/Jan Tamulewicz/

Date:

02/27/2008

Total Attachments: 1

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ASSIGNMENT

WHEREAS, Davidoff & Cie SA, a corporation organized and existing under the laws of Switzerland, located at 2, rue de Rive, 1200 Geneva, Switzerland ("Assignor"), is the owner of the following trademarks (the "Trademarks"):

TRADEMARK	Application Serial No.
WINSTON CHURCHILL CHEQUERS	77/203,697
WINSTON CHURCHILL NO. 10	77/203,670

and WHEREAS, Mr. Winston S. Churchill, a United Kingdom citizen, with an address at 4 Belgrave Square, London, SW1X 8PH, United Kingdom ("Assignee"), is desirous of acquiring the Trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and the identified applications therefor, and with all claims arising out of or relating to the use or ownership of the Trademark.

Davidoff & Cie SA

By: 
[Signature]

Name: Hanspeter Hagmann
[Typed or printed]

Title: Head of International Sales

Date of signature: 15/2/08

By: 
[Signature]

Name: Patrick Schaedler
[Typed or printed]

Title: Head legal counsel

Date of signature: 15/2/2008