

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
GMB, Inc.		01/19/2006	CORPORATION: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	R.J. Reynolds Tobacco Company		
Street Address:	401 North Main Street		
City:	Winston-Salem		
State/Country:	NORTH CAROLINA		
Postal Code:	27102		
Entity Type:	CORPORATION: NORTH CAROLINA		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2425789	ORB-E	
Registration Number:	1980028	LUCKY STRIKE	
Registration Number:	1956740	LUCKY STRIKE	
CORRESPONDENCE DATA			
Fax Number:	(336)741-7598		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	336-741-6303		
Email:	coffeyj@rjrt.com		
Correspondent Name:	Joseph K. Coffey		
Address Line 1:	401 North Main Street		
Address Line 4:	Winston-Salem, NORTH CAROLINA 27102		
NAME OF SUBMITTER:	Joseph K. Coffey		
Signature:	/Joseph K. Coffey/		

CH \$90.00 2425789

Date:

01/30/2006

Total Attachments: 2

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ASSIGNMENT

WHEREAS **GMB, Inc.**, a North Carolina corporation, residing at Jefferson Square, Suite A, King, North Carolina 27021 ("Assignor"), is the owner in the United States of the trademarks identified on the attached Schedule A (hereunder called the "Trademarks"); and

WHEREAS **R.J. Reynolds Tobacco Company**, a North Carolina corporation, residing at 401 North Main Street, Winston-Salem, North Carolina 27102 ("Assignee"), is desirous of acquiring the Trademarks;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby transfers and assigns to Assignee all right, title and interest in and to the Trademarks together with the goodwill of the business associated with the Trademarks. Assignor covenants that it will execute and deliver all such documents and instruments that are needed to record Assignee as the owner of the Trademarks.

Assignee hereby accepts the assignment of the Trademarks.

IN WITNESS WHEREOF, the parties hereto have caused their respective authorized representatives to execute this Assignment.

GMB, INC.

By: Steven F. Hart

Title: President

Date: Jan. 19, 2006

R.J. REYNOLDS TOBACCO COMPANY

By: [Signature]

Title: Vice President, Deputy General Counsel and Secretary

Date: January 23, 2006

Schedule A

Trademark	Registration No.
ORB E	2425789
LUCKY STRIKE	1980028
LUCKY STRIKE and Design	1956740