

Exhibit B

BEST AVAILABLE COPY

No. 68,502.

TRADE-MARK.

REGISTERED APR. 14, 1908.

PHILIP MORRIS & CO., LTD.
CIGARETTES.

APPLICATION FILED OCT. 17, 1907.

MARLBORO

Proprietor
Philip Morris & Co., Ltd.
By Albert T. Decker
Attorney

REPUBLISHED
Under Sec. 12 (c) 1946 Act

AFFIDAVIT SEC. 8
ACCEPTED

AFFIDAVIT SEC. 15
RECEIVED 3-30-54

MAR 22 1949

68,502. CIGARETTES. Registered April 14, 1908. Philip Morris & Co. Ltd. Renewed April 14, 1928, to Philip Morris & Co. Ltd. Incorporated, New York, N. Y., a Corporation of Virginia, assignee.

68,502. MARKS. Registered Apr. 14, 1908. Philip Morris & Co. Ltd. Renewed Apr. 14, 1918, to Philip Morris & Co. Ltd. Incorporated, New York, N. Y., a corporation of Virginia. CIGARETTES. Class 17.

THIRD RENEWAL

*Philip Morris Inc.
New York, N. Y.*

UNITED STATES PATENT OFFICE.

PHILIP MORRIS & CO., LTD., OF NEW YORK, N. Y.

TRADE-MARK FOR CIGARETTES.

No. 68,502.

Statement and Declaration.

Registered April 14, 1908.

Application filed October 17, 1907. Serial No. 30,646.

STATEMENT.

To all whom it may concern:

Be it known that PHILIP MORRIS & CO., LTD., a corporation duly organized under the laws of the State of New York, and located in the city of New York, county of New York, in said State, and doing business at 102 West Broadway, in said city, has adopted for its use the trade-mark shown in the accompanying drawing, for cigarettes, in Class 17, Tobacco products.

The trade-mark has been continuously

used in the business of said corporation and in the business of its predecessor, Philip Morris & Co. Ltd., of London, England, since 1883.

The trade-mark is applied or affixed to the goods, or to the packages containing the same, by placing thereon a printed label on which the trade-mark is shown.

PHILIP MORRIS & CO., LTD.

By HERBERT L. ALDRICH,

President.

DECLARATION.

I, State of New York county of New York ss: I,

Herbert L. Aldrich, being duly sworn, deposes and says that he is the president of the corporation, the applicant named in the foregoing statement; that he believes the foregoing statement is true; that he believes said corporation is the owner of the trade-mark sought to be registered; that no other person, firm, corporation, or association, to the best of his knowledge and belief, has the right to use said trade-mark, either in the identical form or in any such near resemblance thereto as might be calculated to deceive; that said mark is used by said corporation in commerce among the several States of the United States; that the drawing present-

ed truly represents the trade-mark sought to be registered; that the specimens show the trade-mark as actually used upon the goods; and that the mark has been in actual use as a trade-mark of the applicant for ten years next preceding the passage of the act of February 20, 1905, and that, to the best of his knowledge and belief, such use has been exclusive.

HERBERT L. ALDRICH,

Subscribed and sworn to before me this 10th day of January, 1908.

DAVID FISCHER,

*Notary Public, 127, Kings County,
Certificate filed in New York County.*

JAWE 304 00001

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Amendment

Registered April 14, 1908

Registration No. 68,502

Philip Morris & Co., Ltd.

Application to amend having been made by Philip Morris Incorporated, owner of the registration above identified, the drawing is amended to appear as follows:

Marlboro

Such amendment has been entered upon the records of the Patent Office, and the said original registration should be read as so amended.

Signed and sealed this 22nd day of May 1956.

[SEAL]

DAPHNE LEEDS,
Assistant Commissioner of Patents.

Int. Cl.: 34

Prior U.S. Cl.: 17

United States Patent and Trademark Office

Renewal

Reg. No. 68,502

Registered Apr. 14, 1908

OG Date Dec. 20, 1988

TRADEMARK
PRINCIPAL REGISTER

Marlboro

PHILIP MORRIS INCORPORATED (VIR-
GINIA CORPORATION)
100 PARK AVENUE
NEW YORK, NY 10017, ASSIGNEE BY
ASSIGNMENT AND CHANGE OF
NAME PHILIP MORRIS & CO., LTD.
(NEW YORK CORPORATION) NEW
YORK, NY

FOR: CIGARETTES, IN CLASS 17
(INT. CL. 34).

FIRST USE 0-0-1883; IN COMMERCE
0-0-1883.

SER. NO. 30,646, FILED 10-17-1907.

*In testimony whereof I have hereunto set my hand
and caused the seal of The Patent and Trademark
Office to be affixed on Dec. 20, 1988.*

COMMISSIONER OF PATENTS AND TRADEMARKS

Thank you for your request. Here are the latest results from the TARR web server.

This page was generated by the TARR system on 2011-06-10 09:14:04 ET

Serial Number: 71030646 Assignment Information Trademark Document Retrieval

Registration Number: 68502

Mark

Marlboro

(words only): MARLBORO

Standard Character claim: No

Current Status: The registration has been renewed.

Date of Status: 2008-03-21

Filing Date: 1907-10-17

Transformed into a National Application: No

Registration Date: 1908-04-14

Register: Principal

Law Office Assigned: (NOT AVAILABLE)

If you are the applicant or applicant's attorney and have questions about this file, please contact the Trademark Assistance Center at TrademarkAssistanceCenter@uspto.gov

Current Location: 40S -Scanning On Demand

Date In Location: 2008-08-15

LAST APPLICANT(S)/OWNER(S) OF RECORD

1. Philip Morris USA Inc.

Address:

Philip Morris USA Inc.
6601 West Broad Street

Richmond, VA 23230
United States
Legal Entity Type: Corporation
State or Country of Incorporation: Virginia

GOODS AND/OR SERVICES

U.S. Class: 017 (International Class 034)
Class Status: Active
CIGARETTES
Basis: 1(a)
First Use Date: 1883-00-00
First Use in Commerce Date: 1883-00-00

ADDITIONAL INFORMATION

(NOT AVAILABLE)

MADRID PROTOCOL INFORMATION

(NOT AVAILABLE)

PROSECUTION HISTORY

NOTE: To view any document referenced below, click on the link to "Trademark Document Retrieval" shown near the top of this page.

2011-02-24 - Notice Of Suit
2011-02-23 - Notice Of Suit
2010-12-10 - Notice Of Suit
2010-08-10 - Notice Of Suit
2010-08-10 - Notice Of Suit
2010-03-11 - Notice Of Suit
2010-03-08 - Notice Of Suit
2010-03-05 - Notice Of Suit
2010-02-19 - Notice Of Suit
2010-01-28 - Notice Of Suit
2009-12-31 - Notice Of Suit

2009-12-16 - Notice Of Suit
2009-12-16 - Notice Of Suit
2009-09-01 - Notice Of Suit
2009-09-01 - Notice Of Suit
2009-05-14 - Notice Of Suit
2009-05-07 - Notice Of Suit
2009-05-07 - Notice Of Suit
2009-05-07 - Notice Of Suit
2009-04-06 - Review Of Correspondence Complete
2009-03-23 - Attorney Revoked And/Or Appointed
2009-03-23 - TEAS Revoke/Appoint Attorney Received
2008-08-15 - Case File In TICRS
2008-08-04 - Notice Of Suit
2008-06-23 - Notice Of Suit
2008-06-20 - Notice Of Suit
2008-06-20 - Notice Of Suit
2008-06-20 - Notice Of Suit
2008-06-10 - Notice Of Suit
2008-06-10 - Notice Of Suit
2008-06-06 - Notice Of Suit
2008-05-27 - Notice Of Suit
2008-05-27 - Notice Of Suit
2008-05-27 - Notice Of Suit
2008-05-20 - Notice Of Suit
2008-05-20 - Notice Of Suit

2008-05-20 - Notice Of Suit
2008-05-19 - Notice Of Suit
2008-03-21 - Fifth renewal 10 year
2008-03-21 - Section 8 (10-year) accepted/ Section 9 granted
2008-03-14 - Assigned To Paralegal
2008-03-12 - TEAS Section 8 & 9 Received
2008-02-03 - Notice Of Suit
2008-02-03 - Notice Of Suit
2008-02-03 - Notice Of Suit
2006-05-05 - Applicant/Correspondence Changes (Non-Responsive) Entered
2006-05-05 - TEAS Change Of Owner Address Received
2005-12-16 - TEAS Change Of Correspondence Received
1988-04-14 - Fourth renewal
1988-04-08 - Section 9 filed/check record for Section 8
1968-04-14 - Third renewal

ATTORNEY/CORRESPONDENT INFORMATION

Attorney of Record
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Altria Client Services Inc.
Law Department -- CRT
601 East Jackson Street
Richmond VA 23219
