



September 16, 2015

## **NOTICE TO ALL LICENSED DISTRIBUTORS AND WHOLESALERS**

This Notice is being provided to you pursuant to Revenue and Taxation Code section 30165.1, subdivision (c)(3)(C).

### **I. MANUFACTURER CHANGE**

Effective September 16, 2015, the California Tobacco Directory will reflect that Lignum-2 changed their name to ITG Brands, LLC.

### **II. TRANSFER OF BRANDS**

Lorillard Tobacco Company (Lorillard) merged with R.J. Reynolds Tobacco Company (RJR). As a result of the merger, the ownership of certain of Lorillard's and RJR's brands has changed. Kent, Newport, Old Gold and True, formerly Lorillard brands, are now held by RJR; Maverick was transferred from Lorillard to ITG Brands, LLC (ITG); and Kool, Winston and Salem were transferred from RJR to ITG. The product already in the supply chain that: (1) is currently listed on the California Tobacco Directory; (2) was transferred between manufacturers, remains lawful for sale.

### **III. ADDITIONS TO THE CALIFORNIA TOBACCO DIRECTORY**

Effective September 16, 2015, the Attorney General's Office added the following brand styles to the California Tobacco Directory:

- **Top Tobacco, LP**
  - **Top** – three (3) styles
    - **Superroll Gold 1.5oz Bag**
    - **Menthol Plain-Vu 0.65oz Pouch**
    - **Regular Plain-Vu 0.65oz Pouch**

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### **Questions About This Notice**

Thank you for your cooperation. Please send inquiries to:

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