

Pall Mall Trademark: Issue Sheet
April 1993

Issue: Although B&W owns the PALL MALL trademark in most markets, BAT Co and BAT associated companies retain ownership in a number of territories. In addition, American Brands and Rothmans own the brand in a limited number of countries. There is a co-existence agreement in force between Rothmans and BAT.

Background:

1. Ownership of PALL MALL by non-group countries:

COUNTRY	PROPRIETOR
USA	American Brands
Philippines	American Brands
France	American Brands
United Kingdom	Rothmans(BAT may import product)
Republic of Ireland	Rothmans

2. Rothmans and BAT Co signed a co-existence agreement on 5 July 1963 by which the parties agreed that their rights in PALL MALL will co-exist in all countries of the world except in the following territories:

United Kingdom	Canada
Republic of Ireland	Mexico
Metropolitan France	Cuba
Ceylon	Central and South America
USA	Philippines

3. BAT group companies own the brand in all other territories. B&W (or BAT Co in a small number of territories) is the brand owner in all cases with the exception of the following territories where the brand is owned by an associated company:

COUNTRY	ASSOCIATED COMPANY
Australia	WD&HO Wills (Australia) Limited
Bangladesh	Bangladesh Tobacco Company Limited
Bophuthatswana	United Tobacco Company Limited
Botswana	United Tobacco Company Limited
Canada	Imperial Tobacco Limited
India	ITC Limited
Kenya	BAT (Kenya) Limited
Namibia	United Tobacco Company Limited
Papua New Guinea	WD&HO Wills (Australia) Limited
South Africa	United Tobacco Company Limited
Sri Lanka	Ceylon Tobacco Company Limited
Swaziland	United Tobacco Company Limited
Transkei	United Tobacco Company Limited
Venda	United Tobacco Company Limited
Zimbabwe	BAT (Zimbabwe) Limited

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