Instruction 1(b).

FORM 4

## **UNITED STATES SECURITIES AND EXCHANGE COMMISSION**

Washington, D.C. 20549

Check this box if no longer subject to	STATEMENT OF CHANGES IN BENEFICIAL	<b>OWNERSHIP</b>
Section 16. Form 4 or Form 5		
obligations may continue. See		

**OMB APPROVAL** OMB Number: Estimated average burden hours per response: 0.5

Filed pursuant to Section 16(a) of the Securities Exchange Act of 1934 or Section 30(h) of the Investment Company Act of 1940

1. Name ar BERNS													5. Relationship of Reporting Person(s) to issuer (Check all applicable)  X Director 10% Owner								
(Last) (First) (Middle) C/O LIGGETT VECTOR BRANDS LLC 3800 PARAMOUNT PARKWAY						5/19/2	2011	iest Trans		`				X	Officer (give title below)  President Subs			Other (specify below)			
(Street)  MORRIS  (City)	SVILLE N	tate)	27560 (Zip)		-	4. If Amendment, Date of Original Filed (Month/Day/Year)  6. Individual or Joint/Group Filing (Check Applicatine)  X Form filed by One Reporting Person  Form filed by More than One Reporting Person													1		
1. Title of Security (Instr. 3)				2. Tran Date	2. Transaction		2A. Deemed Execution Date, if any (Month/Day/Year)		,,	3. 4. Se Transaction Code (Instr. 5)			ed of, or Benefic Securities Acquired (A) posed Of (D) (Instr. 3, 4			or 5. Amou Securitie Benefici Owned F		nt of es ally following	6. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)		7. Nature of Indirect Beneficial Ownership
							Code	v	Amount		(A) or (D)	Pric	е	Reported Transact (Instr. 3	ion(s)			(Instr. 4)			
Common Stock				05/1	9/201	11				M		70,00	00 A \$		\$1	3.9	9 133,816			D	
Common	Stock			05/1	9/201	11				S		70,00	0	D	\$1	9(1)	63	816	16 D		
		•	Table II -									sed of, onvertil					wned				
1. Title of Derivative Security (Instr. 3)	2. Conversion or Exercise Price of Derivative Security	3. Transaction Date (Month/Day/Year)	3A. Deemee Execution I if any (Month/Day	Date,		Transaction Code (Instr.				Date Exe piration I onth/Day	Date		of So Undo Deri	7. Title and Amoun of Securities Underlying Derivative Security (Instr. 3 and 4)		S	3. Price of Derivative Security Instr. 5)	9. Number derivative Securities Beneficiall Owned Following Reported Transactio (Instr. 4)	ily	10. Ownership Form: Direct (D) or Indirect (I) (Instr. 4)	11. Nature of Indirect Beneficial Ownership (Instr. 4)
					Code	v	(A)	(D)	Dat Exe	ite ercisable		xpiration ate	Title	,	Amour or Number of Shares	er					
Employee stock option (right to	\$13.9	05/19/2011			M			70,000	12	2/31/2007	0	8/16/2016	Com	nmon ock	70,00	0	\$13.9	249,06	9	D	

## **Explanation of Responses:**

1. Represents the weighted average sales price for price increments ranging from \$18.92 to \$19.08. The Reporting Person undertakes to provide, upon request for the Securities and Exchange Commission staff, the Issuer or a security holder of the Issuer, full information regarding the number of nonderivative securities sold at each separate price for all transactions reported on this Form 4.

/s/ Ronald J. Bernstein

05/23/2011

\*\* Signature of Reporting Person

Date

Reminder: Report on a separate line for each class of securities beneficially owned directly or indirectly.

- $^{\star}$  If the form is filed by more than one reporting person, see Instruction 4 (b)(v).
- \*\* Intentional misstatements or omissions of facts constitute Federal Criminal Violations See 18 U.S.C. 1001 and 15 U.S.C. 78ff(a).

Note: File three copies of this Form, one of which must be manually signed. If space is insufficient, see Instruction 6 for procedure.

Persons who respond to the collection of information contained in this form are not required to respond unless the form displays a currently valid OMB Number.