

FORM PTO-1015A  
EFFECTIVE 06/01/98  
DATE 06/01/00/27

07-29-1999

U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK

MED  
5-10-99



101084062  
RECORDATION FUNDING

TRADEMARKS ONLY

TO The Commissioner of Patents and Trademarks. Please record the attached original document(s) or copy(ies)

Submission Type

- New
- Resubmission (Non-Recordation)  
Document ID # \_\_\_\_\_
- Correction of PTO Error  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_
- Corrective Document  
Reel # \_\_\_\_\_ Frame # \_\_\_\_\_

Conveyance Type

- Assignment **22**  License **75374282**
- Security Agreement  Nunc Pro Tunc Assignment
- Merger
- Change of Name **TM**
- Other \_\_\_\_\_

Effective Date  
Month Day Year  
1/1/98

Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name Hotel Corporation of the Pacific, Inc.

1/1/98

Formerly \_\_\_\_\_

- Individual  General Partnership  Limited Partnership  Corporation  Association

Other \_\_\_\_\_

Citizenship/State of Incorporation/Organization Hawaii

Receiving Party

Mark if additional names of receiving parties attached

Name AST Brands, LLC

DBA/AKA/TA \_\_\_\_\_

Composed of \_\_\_\_\_

Address (line 1) 2155 Kalakaua Avenue, Suite 500

Address (line 2) \_\_\_\_\_

Address (line 3) Honolulu

City

Hawaii, USA

State/Country

96815-2354

Zip Code

- Individual  General Partnership  Limited Partnership

If document to be recorded is an assignment and the receiving party is not domiciled in the United States, an appointment of a domestic representative should be attached. (Designation must be a separate document from Assignment.)

- Corporation  Association

Other limited liability company

Citizenship/State of Incorporation/Organization Hawaii

05/14/1999 JSHBAZZ 00009138 75374282

FOR OFFICE USE ONLY

340E

01 FC:481  
02 FC:482

40.00 DP  
300.00 OP

Public Screen reporting for this collection of information is estimated to average approximately 30 minutes per Cover Sheet to be recorded, including time for reviewing the document and gathering the data needed to complete the Cover Sheet. Send comments regarding this burden estimate to the U.S. Patent and Trademark Office, Chief Information Officer, Washington, D.C. 20231 and to the Office of Information and Regulatory Affairs, Office of Management and Budget, Paperwork Reduction Project (0631-0027), Washington, D.C. 20503. SeeOMB Information Collection Budget Package 0631-0027, Patent and Trademark Assignment Practice. DO NOT SEND REQUESTS TO RECORD ASSIGNMENT DOCUMENTS TO THIS ADDRESS.

Mail documents to be recorded with required cover sheet(s) information to:  
Commissioner of Patents and Trademarks, Box Assignments, Washington, D.C. 20231

FORM PTO-161SB  
Expires 06/30/99  
1-788-322-8222

Page 2

U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK

Domestic Representative Name and Address

Enter for the first Receiving Party only.

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Correspondent Name and Address

Area Code and Telephone Number:

Name

Address (line 1)

Address (line 2)

Address (line 3)

Address (line 4)

Pages

Enter the total number of pages of the attached conveyance document including any attachments. #

Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number: (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

Number of Properties

Enter the total number of properties involved. #

Fee Amount

Fee Amount for Properties Listed (37 CFR 3.41): \$

Method of Payment:

Enclosed  Deposit Account

Deposit Account

(Enter for payment by deposit account or if additional fees can be charged to the account.)

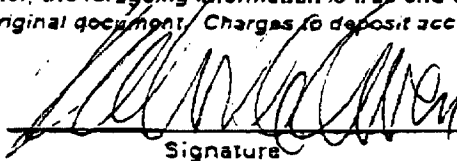
Deposit Account Number: #

Authorization to charge additional fees: Yes  No

Statement and Signature

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document. Charges to deposit account are authorized, as indicated herein.

Melville Owen  
Name of Person Signing

  
Signature

May 4, 1999  
Date Signed

FORM PTO-1613C  
Expires 06/30/99  
2-8 0631 0277

RECORDATION FORM COVER SHEET  
CONTINUATION  
TRADEMARKS ONLY

U.S. Department of Commerce  
Patent and Trademark Office  
TRADEMARK

Conveying Party

Enter Additional Conveying Party

Mark if additional names of conveying parties attached

Execution Date  
Month Day Year

Name

Formerly

Individual  General Partnership  Limited Partnership  Corporation  Association

Other

Citizenship State of Incorporation/Organization

Receiving Party

Enter Additional Receiving Party

Mark if additional names of receiving parties attached

Name

OBA/AKA/TA

Composed of

Address (line 1)

Address (line 2)

Address (line 3)

City

State/Country

Zip Code

Individual  General Partnership  Limited Partnership

Corporation  Association

Other

Citizenship/State of Incorporation/Organization

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Trademark Application Number(s) or Registration Number(s)

Mark if additional numbers attached

Enter either the Trademark Application Number or the Registration Number (DO NOT ENTER BOTH numbers for the same property).

Trademark Application Number(s)

Registration Number(s)

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DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS (DCCA)  
 REGISTRATION OF TRADEMARK (TM)  
 TRADE NAME (TN) or SERVICE MARK (SM)

| Tab | Name   | Registered | Expiration | Pend Date  |
|-----|--|------------|------------|------------|
| 01  | Hawaii Hotel Pass<br>(Trademark #128811)         | 06/24/91   | 06/23/2001 | 06/01/2001 |
| 02  | Hawaii CondoPass<br>(Trademark #144875)          | 10/18/92   | 10/17/2002 | 09/15/2002 |
| 03  | Kaanapali Beach Villas<br>(Trade Name #144876)   | 12/28/92   | 12/19/2002 | 12/01/2002 |
| 13  | Aston Hotels & Resorts<br>(Trade Name #203114)   | 01/22/97   | 01/21/2007 | 01/01/2007 |
| 15  | Aston Waikiki Beachside<br>(Trade Name #128809)  | 09/21/91   | 09/20/2001 | 09/01/2001 |
| 16  | Hana Hou Hui<br>(Service Mark #136189)           | 11/05/91   | 11/04/2001 | 10/01/2001 |
| 17  | Aston<br>(Service Mark #203308)                  | 01/22/97   | 01/21/2007 | 01/01/2007 |
| 18  | Suite Hawaiian Vacations<br>(Trade Name #190730) | 02/01/96   | 01/31/2006 | 01/01/2006 |
| 19  | Maui Suite Vacations<br>(Trade Name #190731)     | 02/01/96   | 01/31/2006 | 01/01/2006 |
| 20  | Suites of Hawaii<br>(Trade Name #190732)         | 02/01/96   | 01/31/2006 | 01/01/2006 |
| 21  | Maui Suites & Condos<br>(Trade Name #190735)     | 02/01/96   | 01/31/2006 | 01/01/2006 |
| 22  | Suite Hawaii<br>(Trade Name #190733)             | 02/01/96   | 01/31/2006 | 01/01/2006 |
| 23  | Mezzanina<br>(Trade Name #192890)                | 03/13/96   | 03/12/2006 | 02/26/2006 |
| 24  | Aston Wailea Hotel<br>(Trade Name #200265)       | 10/13/96   | 10/12/2006 | 09/15/2006 |

(REV 4/1/98)

DEPARTMENT OF COMMERCE & CONSUMER AFFAIRS (DCCM)  
REGISTRATION OF TRADEMARK (TM)  
TRADE NAME (TN) or SERVICE MARK (SM)

| Tab | Name  | Registered | Expiration | Pend Date  |
|-----|---|------------|------------|------------|
| 25  | Aston Wailea Resort<br>(Trade Name #200254)         | 10/13/96   | 10/12/2006 | 09/15/2006 |
| 26  | Aston Property Management<br>(Trade Name #200255)   | 11/03/96   | 10/31/2006 | 10/01/2006 |
| 27  | Aston at the Waikiki Banyan<br>(Trade Name #204536) | 03/27/97   | 03/26/2007 | 03/01/2007 |
| 28  | Waikiki Beachside<br>(Trade Name #204647)           | 03/15/97   | 03/14/2007 | 03/01/2007 |
| 29  | Banyan Butler<br>(Trade Name #209362)               | 07/31/97   | 07/30/98   | 06/01/98   |
| 31  | Aston International<br>(Service Mark #208383)       | 07/22/97   | 07/21/98   | 07/01/98   |

(REV 4/1/98)

**ASSIGNMENT**

WHEREAS, Hotel Corporation of the Pacific, Inc. dba Aston Hotels & Resorts, a corporation organized and existing under the laws of the state of Hawaii, with a principal business office at 2155 Kalakaua Avenue, Suite 500, Honolulu, HI 96815-2354 ("Hotel"), has adopted, used and is using the trade names, trademarks and service marks attached hereto as Schedule A ("the Marks") in connection with hotel and resort hotel services, hotel and resort hotel management services for others, and related goods and services;

WHEREAS, Hotel is the owner of the said trade names, service marks and trademarks and all of the rights appertaining thereto;

WHEREAS, Hotel owns United States and foreign trademark registrations and pending applications for the Marks attached hereto as Schedule B ("the Registrations"); and

WHEREAS, AST Brands, LLC, a limited liability company organized and existing under the laws of the state of Hawaii, with a principal business office at 2155 Kalakaua Avenue, Suite 500, Honolulu, HI 96815-2354 ("AST Brands") desires to obtain the rights to use the Marks in connection with hotel and resort hotel services, hotel and resort hotel management services for others, and related goods and services worldwide;

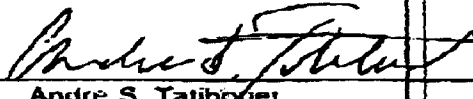
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged:

Hotel hereby assigns to AST Brands effective as of January 1, 1998 all of its right, title and interest in and to the Marks, including all the Registrations therein, together with all the good will of the business symbolized by the mark; and

Hotel agrees to supply such further evidence of its intention to transfer and assign all of its right, title and interest in and to the Marks and Registrations as may be reasonably requested by AST Brands.

HOTEL CORPORATION OF THE PACIFIC, INC.

By



Andre S. Taliboues  
Its President

**HOTEL CORP. OF THE PACIFIC - Trademark Status Report**

Report Date: 10/10/97 Page 1

**Country:** China (People's Republic Of)

| Trademark | Status     | App. No. | App. Date | Reg. No. | Reg. Date | Class | Goods/Services                       |
|-----------|------------|----------|-----------|----------|-----------|-------|--------------------------------------|
| ASTON     | Registered | 83078356 | 4/18/94   | 80142    | 1/1/96    | 42    | HOTEL AND HOTEL RESERVATION SERVICES |

**1e Class Goods/Services**

42 PROVIDING ACCOMMODATION/ LODGINGS, AND BROKERING RESERVATIONS FOR ACCOMMODATION/LODGINGS

|                                 |            |          |        |        |         |    |   |
|---------------------------------|------------|----------|--------|--------|---------|----|---|
| ASTON (with Chinese characters) | Registered | 94027638 | 4/4/94 | 799968 | 1/21/95 | 42 | HOTEL, RESORT HOTEL, HOTEL RESERVATION SERVICES |
|---------------------------------|------------|----------|--------|--------|---------|----|---|

**1e Class Goods/Services**

42 HOTEL, RESORT HOTEL, HOTEL MANAGEMENT, AND HOTEL RESERVATION SERVICES

**Country:** Indonesia

| Trademark | Status     | App. No.        | App. Date | Reg. No. | Reg. Date | Class | Goods/Services |
|-----------|------------|-----------------|-----------|----------|-----------|-------|----------------|
| ASTON     | Registered | HK HC 01.01.171 | 2/18/99   | 533204   | 2/18/94   | 42    | HOTEL SERVICES |

**1e Class Goods/Services**

42 HOTEL SERVICES

42 HOTEL AND RESORT HOTEL SERVICES; HOTEL AND RESORT HOTEL MANAGEMENT SERVICES; AND RENDERING TECHNICAL ASSISTANCE IN THE ESTABLISHMENT AND/OR OPERATION OF HOTEL AND RESORT HOTEL PROPERTIES

42 HOTEL AND RESORT RESERVATION SERVICES

|              |         |           |          |  |  |  |  |
|--------------|---------|-----------|----------|--|--|--|--|
| GRAND SUITES | Pending | 197 23732 | 10/30/97 |  |  |  |  |
|--------------|---------|-----------|----------|--|--|--|--|

42 HOTEL AND RESORT HOTEL SERVICES; HOTEL AND RESORT HOTEL MANAGEMENT SERVICES; AND RENDERING TECHNICAL ASSISTANCE IN THE ESTABLISHMENT AND/OR OPERATION OF HOTEL AND RESORT HOTEL PROPERTIES

42 HOTEL AND RESORT HOTEL SERVICES; HOTEL AND RESORT HOTEL MANAGEMENT SERVICES; AND RENDERING TECHNICAL ASSISTANCE IN THE ESTABLISHMENT AND/OR OPERATION OF HOTEL AND RESORT HOTEL PROPERTIES

**Country:**

**United States**

| <u>Trademark</u>                | <u>Status</u> | <u>App. No.</u> | <u>App. Date</u> | <u>Reg. No.</u> | <u>Reg. Date</u> | <u>Classes</u> | <u>Goods/Services</u>  |
|---------------------------------|---------------|-----------------|------------------|-----------------|------------------|----------------|--|
| ASTONISHING<br>(Syllab)         | Pending       | 75/298614       | 5/13/97          |                 |                  | 35             | HOTEL AND RESORT HOTEL<br>MANAGEMENT SERVICES FOR<br>OTHERS  |
| AT HOME IN HAWAII               | Registered    | 74/114761       | 11/24/92         | 1,811,695       | 12/14/93         | 42             | HOTEL AND RESORT HOTEL<br>SERVICES   |
| GRANDS SUITES                   | Pending       | 75/314261       | 10/16/97         |                 |                  | 42             | HOTEL AND RESORT HOTEL,<br>SERVICES; HOTEL AND RESORT<br>HOTEL MANAGEMENT SERVICES,<br>AND RENDERING TECHNICAL<br>ASSISTANCE IN THE ESTABLISH-<br>MENT AND/OR OPERATION OF<br>HOTEL AND RESORT HOTEL<br>PROPERTIES |
| HAWAII (Syllab)                 | Registered    | 75/021705       | 11/17/95         | 2,017,516       | 11/19/96         | 42             | HOTEL AND RESORT HOTEL<br>SERVICES AND HOTEL MANAGE-<br>MENT SERVICES FOR OTHERS   |
| HAWAII NEVER FELT<br>A SUITE    | Registered    | 74/158659       | 2/11/93          | 1,833,536       | 4/26/94          | 42             | HOTEL AND RESORT HOTEL<br>SERVICES   |
| HAWAII'S VACATION<br>VALUE      | Registered    | 74/410601       | 8/7/93           | 1,830,957       | 4/12/94          | 42             | RESORT HOTEL AND MOTEL<br>MANAGEMENT SERVICES  |
| PARADISE NEVER<br>FELT SO SUITE | Registered    | 74/349152       | 1/11/93          | 1,835,801       | 5/10/94          | 42             | HOTEL AND RESORT SERVICES  |