

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
PacificBasin Communications, Inc.		08/01/2001	CORPORATION: HAWAII

RECEIVING PARTY DATA	
Name:	PacificBasin Communications, LLC
Composed Of:	COMPOSED OF Duane K. Kurisu, Member
Street Address:	1000 Bishop Street
Internal Address:	Suite 405
City:	Honolulu
State/Country:	HAWAII
Postal Code:	96813
Entity Type:	Limited Liability Company: HAWAII

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Registration Number:	1279776	PACIFIC MAGAZINE

CORRESPONDENCE DATA	
Fax Number:	(808)523-8899
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	808-523-8894
Email:	khoiem@hawaii.rr.com
Correspondent Name:	Robert Carson Godbey
Address Line 1:	1001 Bishop Street
Address Line 2:	Suite 2300, Pauahi Tower
Address Line 4:	Honolulu, HAWAII 96813

ATTORNEY DOCKET NUMBER:	PACIFIC MAGAZINE ASSIGN
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NAME OF SUBMITTER:	Kim Bruce
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Total Attachments: 1 source=Pacific Magazine Assignment from Inc to LLC#page1.tif

CH \$40.00 1279776

TRADEMARK

ASSIGNMENT OF TRADEMARK AND RELATED RIGHTS

Assignment effective August 1, 2001, by PacificBasin Communications, Inc. ("Assignor"), a Hawaii corporation, in favor of PACBAS, LLC, now known as PacificBasin Communications, LLC, a Hawaii limited liability company having the address 1000 Bishop Street, Suite 405, Honolulu, Hawaii 96813 ("Assignee");

WHEREAS, Assignor has adopted and is using the mark PACIFIC MAGAZINE on and in conjunction with magazines and related goods;

WHEREAS, Assignor's predecessor in interest filed trademark application Serial No. 73349419 with the United States Patent and Trademark Office resulting in the issuance of Registration No. 1,279,776 on May 29, 1984 for the mark PACIFIC MAGAZINE in international class 016;

WHEREAS, in conjunction with that certain Asset Purchase and Sale Agreement dated August 1, 2001, Assignor agreed to sell and convey over unto Assignee all of Assignor's rights in and to the PACIFIC MAGAZINE Mark;

NOW, THEREFORE, for good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all Assignor's rights, title and interest in and to the PACIFIC MAGAZINE Mark, and all non-material variations thereof, including, without limitation:

- (1) all Assignor's goodwill associated therewith,
- (2) Registration No. 1,279,776 issued May 29, 1984 for the mark PACIFIC MAGAZINE in international class 016; and
- (3) Any and all causes of action for infringement of and/or misappropriation of and/or unfair competition concerning the same, past, present, and future, and all of the proceeds from the foregoing accrued and unpaid and hereafter accrued.

IN WITNESS WHEREOF, the Assignor has caused this instrument to be executed by its duly authorized representative as of the date first above written.

Assignor:
PACIFICBASIN COMMUNICATIONS,
INC.



DUANE KURISU
Chief Executive Officer and
Chairman