

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sunterra Corporation		07/13/2004	CORPORATION: MARYLAND
RECEIVING PARTY DATA			
Name:	Sunterra Developer and Sales Holding Company		
Street Address:	3865 W. Cheyenne Avenue		
Internal Address:	Building #5		
City:	North Las Vegas		
State/Country:	NEVADA		
Postal Code:	89032		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2715485	DISCOVER THE MEANING OF ALOHA	
CORRESPONDENCE DATA			
Fax Number:	(678)420-9301		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	678 420 9300		
Email:	tmdocketing@needlerosenberg.com		
Correspondent Name:	Nancy K. Gardner		
Address Line 1:	999 Peachtree Street		
Address Line 2:	Suite 1000		
Address Line 4:	Atlanta, GEORGIA 30309-3915		
ATTORNEY DOCKET NUMBER:	19241.1083US		
NAME OF SUBMITTER:	Nancy K. Gardner		
Total Attachments: 1			
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OP \$40.00 2715485

INTELLECTUAL PROPERTY ASSIGNMENT

THIS ASSIGNMENT is being made effective this 13th day of July, 2004, by and between Sunterra Corporation, a Maryland Corporation, whose corporate address is 3865 W. Cheyenne Avenue., Building #5, North Las Vegas, Nevada 89032 (hereinafter "As signor") and Sunterra Developer and Sales Holding Company, a Delaware corporation, whose corporate address is 3865 W. Cheyenne Avenue., Building #5, North Las Vegas, Nevada 89032 (hereinafter "Assignee").

WHEREAS, Assignor has adopted and used the following trademark and is the owner of the United States Federal Trademark Registration therefor:

DISCOVER THE MEANING OF ALOHA, Registration No. 2715485, registered on May 13, 2003;


WHEREAS, Assignor is desirous of assigning all its right, title and interest in said mark and registration therefor to Assignee; and

WHEREAS, Assignee is desirous of acquiring said mark and registration therefor;

NOW, THEREFORE, for and in consideration of the sum of Five Dollars (\$5.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign and transfer unto Assignee, the entire right, title and interest in and to the above-identified mark and registration therefor, together with the goodwill of the business associated therewith, and the right to sue for past infringement of the mark.

In witness whereof, I have executed this Assignment this 13th day of July 2004.

SUNTERRA CORPORATION

By: 
Steven E. West
Its: Senior Vice President

State of Nevada
County of Clark

On this 13 day of July, 2004 before me, a Notary Public, came Steven E. West, to me known and known to be the individual described in and who executed the foregoing assignment, and he duly acknowledged the same to be his free act and deed.


NOTARY PUBLIC

My Commission Expires: 3/2/08

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