

07-19-2004

Form PTO-1594
(Rev. 10/02)
OMB No. 0651-0027 (exp. 6/30/2005)
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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

102793068

To the Honorable Commissioner of Patents and Trademarks: Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):

ISLAND FUN, INC.

7-15-04

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: 01/02/2004

2. Name and address of receiving party(ies)

Name: PINEAPPLE TRADEMARKS PTY LTD

Internal

Address:

Street Address: 1 BILLABONG PLACE

City: Burleigh Heads State: QL Zip: 4220 AUSTR

- Individual(s) citizenship
- Association
- General Partnership
- Limited Partnership
- Corporation-State AUSTRALIA
- Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)
Additional name(s) & address(es) attached? Yes No

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)

B. Trademark Registration No.(s) 1702551,

1772457, 1839997, 2069359, 2078942

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: CHRISTA D. PEREZ

Internal Address: FRIEDMAN PETERSON ET AL

Street Address: 19800 MACARTHUR BLVD #1100

City: IRVINE State: CA Zip: 92612

6. Total number of applications and registrations involved: 7

7. Total fee (37 CFR 3.41).....\$ 190.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

FINANCE SECTION
2004 JUL 15 AM 9:13
OFFICE OF THE INVENTOR

DO NOT USE THIS SPACE

9. Signature.

CHRISTA D. PEREZ

Name of Person Signing

Christa Perez
Signature

JUNE 30, 2004

Date

Total number of pages including cover sheet, attachments, and document: 7

07/16/2004 MGETACHE 00000022 1702551

Mail documents to be recorded with required cover sheet information to:
Commissioner of Patent & Trademarks, Box Assignments
Washington, D.C. 20231

01 FC:8521
02 FC:8522

40.00 OP
150.00 OP

TRADEMARK
REEL: 003008 FRAME: 0793

Section 4.(B)

Additional Trademark Registration Nos.:

2233230

2585375

DEED OF ASSIGNMENT

THIS DEED is made this *2nd* day of *January* 2004

BETWEEN ISLAND FUN, INC., a Hawaii corporation, having a business address at 151 Kalmus Drive, Suite M-1, Costa Mesa, California, 92626, United States of America) (the "Assignor")

AND PINEAPPLE TRADEMARKS PTY LTD, an Australian company, having a business address at 1 Billabong Place, Burleigh Heads, QLD, 4220, Australia (the "Assignee").

WHEREAS:

- A. The Assignor is the owner of the rights in the United States to various trade marks, names, logos, designs artwork, labels and packaging including, but not limited to, the registrations/applications for the trade marks specifically identified in the schedule (the "Trade Marks").
- B. The Assignor has agreed with the Assignee to assign any and all rights to all Trade Marks, names, logos and designs, registered or unregistered, which have been registered, used or intended to be used by the Assignor in connection with its business, together with any and all goodwill of the business concerned in the goods/services for which the Trade Marks, names, logos and designs have been used or intended to be used by the Assignor in connection with its business, and any other rights (registered or unregistered) including copyright in or relating to the Trade Marks, names, logos and designs, and all associated artwork, labels and package designs.

NOW THIS DEED WITNESSES THAT:

1. For valuable and lawful consideration, the receipt and adequacy of which from the Assignee is hereby acknowledged by the Assignor, Assignor hereby assigns to Assignee, any and all right, title and interest (registered or unregistered including any interest to which the Assignor is beneficially entitled) in and to all Trade Marks, names, logos and designs (including components or variations thereof) which have been registered, used or intended to be used by the Assignor in connection with its business, together with:
 - (a) any and all goodwill of the business concerned in the goods/services for which the Trade Marks, names, logos and designs have been used or intended to be used by the Assignor in connection with its business,
 - (b) any other rights (registered or unregistered) including copyright in or relating to the Trade Marks, names, logos and designs, and all associated artwork, labels and package designs;
 - (c) the right to sue for past infringements or on the basis of goodwill and/or common law rights in the Trade Marks.
2. The Assignee accepts the assignment of the above rights.
3. The Assignor expressly consents that procedures to record this assignment may be taken solely by the Assignee.

- 4. The Assignor agrees to execute and deliver, or to procure the execution and delivery of, any further documents reasonably required to enable assignment of any of the Trade Marks and other rights referred to above, and to enable recordal thereof to be effected.
- 5. This Deed is effective from 2 January 2004.

EXECUTED AS A DEED

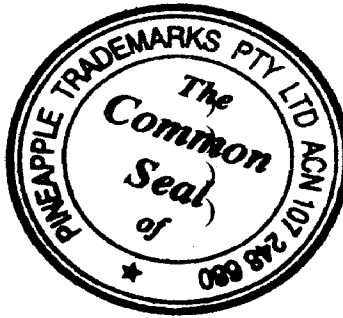
SIGNED SEALED AND DELIVERED)
 by ISLAND FUN, INC.,)
 a Hawaii corporation)
 at)

Thomas W Knapp, President

Name: *Thomas W Knapp*
 Title: *President*

Name:
 Title:

SIGNED SEALED AND DELIVERED
 by PINEAPPLE TRADEMARKS PTY LTD,
 an Australian company
 at



Derek O'Neill

Name:
 Title: **DEREK O'NEILL
 DIRECTOR**

William Bass

Name:
 Title: **WILLIAM BASS
 COMPANY SECRETARY**

United States

(Federal)

Registration / Application No.	Trade Mark	Classes
1702551	NALU	25
1772457	HAWAIIAN BUFFALO	25
1839997	NALU & BUFFALO Design	25
2069359	HONOLUA SURF CO.	25
2078942	HONOLUA SURF CO.	28
2233230	HONOLUA SURF CO.	35
2585375	ISLAND NATION	25

(State)

State	Registration / Application No.	Trade Mark	Classes
Hawaii	190849	HONOLUA BAY COMPANY	25
Hawaii	193555	HONOLUA SURF COMPANY	25
Hawaii	4004669	H-BAY	35
Hawaii	4006133	SURFER GIRL MAUI	25

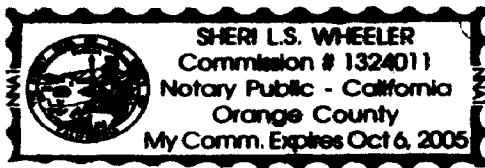
CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

State of California }
County of Orange } ss.

On January 2, 2004 before me, Sheri L.S. Wheeler, Notary Public
Date Name and Title of Officer (e.g., "Jane Doe, Notary Public")

personally appeared Thomas Krapp
Name(s) of Signer(s)

- personally known to me
- proved to me on the basis of satisfactory evidence



to be the person(s) whose name(s) is are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.

WITNESS my hand and official seal.

Sheri L.S. Wheeler
Signature of Notary Public

Place Notary Seal Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Deed of Assignment

Document Date: January 2, 2004 Number of Pages: 3

Signer(s) Other Than Named Above: Derrick O'Neil

Capacity(ies) Claimed by Signer

Signer's Name: Thomas Krapp

- Individual
- Corporate Officer — Title(s): President
- Partner — Limited General
- Attorney in Fact
- Trustee
- Guardian or Conservator
- Other: _____

Signer Is Representing: Island Fun, Inc.

RIGHT THUMBPRINT OF SIGNER

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