

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Clyde Aikau		11/08/2005	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	The Aikau Family LLC		
Street Address:	352 Auwaiolimu Street		
City:	Honolulu		
State/Country:	HAWAII		
Postal Code:	96813		
Entity Type:	LIMITED LIABILITY COMPANY: HAWAII		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Serial Number:	78497903	EDDIE WOULD GO	
Serial Number:	78514994	EDDIE AIKAU	
Serial Number:	78504101	EDDIE WENT	
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:	seth.reiss@lex-ip.com		
Correspondent Name:	Seth M. Reiss		
Address Line 1:	1001 Bishop St., Ste. 2300 Pauahi Tower		
Address Line 4:	Honolulu, HAWAII 96813		
ATTORNEY DOCKET NUMBER:	1218-1TMA		
NAME OF SUBMITTER:	SETH M. REISS		
Signature:	/seth m reiss/		

OP \$90.00 78497903

Date:

11/09/2005

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK RIGHTS

Assignment made this 1st day of November, 2005, but effective September 1, 2005, by Clyde Aikau, an individual citizen and resident of the State of Hawai'i, referred to herein as "Assignor", in favor of The Aikau Family LLC, a Hawaii limited liability company, hereinafter referred to as "Assignee";

WHEREAS, the beneficiaries of the Estate of Eddie Aikau have adopted and used locally and in commerce, themselves and through licensees, various trademarks and service marks that refer to or identify Eddie Aikau including, without limitation, the marks EDDIE AIKAU, EDDIE WOULD GO and EDDIE WENT, on and in conjunction with a variety of goods and services including, without limitation, clothing, watches, sunglasses, books, audio-visual productions, broadcasts and surf competitions, collectively referred to herein as the "Eddie Aikau Marks";

WHEREAS, Assignor, as beneficiary and representative of the beneficiaries of the Estate of Eddie Aikau, has applied to register and has registered the Eddie Aikau Marks in the United States and elsewhere;

WHEREAS, Assignor desires to assign all his rights, interests and title in and to the Eddie Aikau Marks to Assignee, a limited liability company owned and managed by the beneficiaries of the Estate of Eddie Aikau, together with all of the goodwill associated therewith and all causes of action for infringement of rights pertaining thereto;

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 Eddie Aikau Marks including, without limitation:

- (1) United States Trademark Application No. 78497903 for the mark EDDIE WOULD GO in Class 25, filed October 11, 2004, in the name of Clyde Aikau;
- (2) United State Trademark Application No. 78514994 for the mark EDDIE AIKAU in class 25, filed November 10, 2004, in the name of Clyde Aikau.
- (3) United State Trademark Application No. 78504101 for the mark EDDIE WENT in class 25, filed October 21, 2004;
- (4) Any and all goodwill associated therewith;
- (5) Any and all causes of action for infringement of and/or misappropriation of and/or unfair competition concerning the assigned rights, past, present, and future, and all of the proceeds from the foregoing accrued and unpaid and hereafter accrued.

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

ASSIGNOR:

DATED: 11/8/05

Clyde Aikau
CLYDE AIKAU