

09-21-2005

Form PTO-1594 (Rev. 07/05)
OMB Collection 0651-0027 (exp. 6/30/2008)

ENT OF COMMERCE
and Trademark Office



103085909

**RECORDATION
TRADEM.**

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

9-19-05

1. Name of conveying party(ies):

ROYAL HAWAIIAN PERFUMES, INC.

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

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

3. Nature of conveyance /Execution Date(s) :

Execution Date(s) September 2, 2005

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

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: ROYAL HAWAIIAN HOLDINGS, LLC

Internal Address: _____

Address: _____

Street Address: 60 Prospect Avenue

City: Sausalito

State: California

Country: USA Zip: 94965

- Association Citizenship _____
- General Partnership Citizenship _____
- Limited Partnership Citizenship _____
- Corporation Citizenship _____ limited liability company
- Other _____ Citizenship Hawaii

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)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s) _____

B. Trademark Registration No.(s)

0,235,803

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

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

Name: Daniel H. Devaney IV

Internal Address: _____

Street Address: 1000 Bishop Street, 12th Floor

City: Honolulu

State: Hawaii Zip: 96813

Phone Number: (808) 521-9228

Fax Number: (808) 540-5019

Email Address: ddevaney@cades.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____
Authorized User Name _____

9. Signature:

Daniel H. Devaney IV
Signature

September 2, 2005
Date

09/20/2005

BYRNE 00000110 0235803 Daniel H. Devaney IV
Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

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Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

**TRADEMARK
REEL: 003224 FRAME: 0712**

ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION


WHEREAS, **ROYAL HAWAIIAN PERFUMES, INC.**, a Hawaii corporation, with its mailing address at 3036 Koapaka Street, Honolulu, Hawaii 96819 (the "Assignor"), has adopted and is using in its business the mark "**ROYAL HAWAIIAN**" (the "Mark") and has acquired goodwill associated with and symbolized by the Mark, and is the owner of Federal Trademark Registration No. 0,235,803, issued November 29, 1927, for "perfumes", in International Class 3 (the "Registration"), for the Mark, and has not abandoned the same; and

WHEREAS, **ROYAL HAWAIIAN HOLDINGS, LLC**, a Hawaii limited liability company, with its mailing address at 60 Prospect Avenue, Sausalito, California 94965 (the "Assignee"), is desirous of acquiring all of the Assignor's right, title and interest in and to the Mark and the Registration, together with the goodwill of the business associated with and symbolized by the Mark;

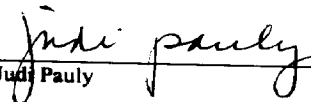
NOW, THEREFORE, in consideration of the sum of Ten Dollars and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby assigns to the Assignee all right, title and interest in and to the Mark, together with the goodwill of the business associated with and symbolized by the Mark, and the Registration, and the right to sue for past infringement, if any there may be, together with any Hawaii State trademark and/or trade name registrations for the Mark.

IN WITNESS WHEREOF the Assignor has executed this Assignment effective as of the 2nd day of September, 2005.

ROYAL HAWAIIAN PERFUMES, INC.

By 
Amy Brinkman
Its President

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, postage prepaid, in an envelope addressed to: Mail Stop Assignment Recordation Services, Director of the United States Patent and Trademark Office, P. O. Box 1450, Alexandria, Virginia 22313-1450, on 09.15.2005


Judi Pauly
Date 09.15.2005