

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
The Margaritaville Store, Inc.		12/22/2006	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	The Margaritaville Store of Key West, LLC		
Street Address:	424-A Fleming Street		
City:	Key West		
State/Country:	FLORIDA		
Postal Code:	33040		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	2096494	COCONUT TELEGRAPH	
Registration Number:	1413357	THE COCONUT TELEGRAPH	
Registration Number:	2267479	THE SHIPWRECK EDITIONS	
CORRESPONDENCE DATA			
Fax Number:	(678)553-2212		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	678-553-2100		
Email:	atltrademark@gtlaw.com		
Correspondent Name:	Kristen L. Fancher, Esq.		
Address Line 1:	3290 Northside Parkway, Suite 400		
Address Line 2:	Greenberg Traurig, LLP		
Address Line 4:	Atlanta, GEORGIA 30327		
ATTORNEY DOCKET NUMBER:	032777.000100 - ASSIGNMEN		
NAME OF SUBMITTER:	Kristen L. Fancher, Esq.		

CH \$90.00 2096494

Signature:

/kristen l fancher/

Date:

03/14/2007

Total Attachments: 2

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TRADEMARK ASSIGNMENT

WHEREAS, The Margaritaville Store, Inc., a Florida corporation with a mailing address of 424-A Fleming Street, Key West, Florida 33040 ("Assignor"), has registered with the United States Patent and Trademark Office trademark and service mark registrations listed in the Schedule A, attached hereto, which is incorporated herein by reference (hereinafter the "Marks"); and

WHEREAS, The Margaritaville Store of Key West, LLC, a Delaware limited liability company with a mailing address of 424-A Fleming Street, Key West, Florida 33040 ("Assignee"), the owner of an ongoing and existing business to which the Marks pertain, is desirous of acquiring any and all rights that Assignor may have in and to the Marks therefor, together with the goodwill of the business in connection with which the Marks are used and which is symbolized by the Marks, along with the right to recover for damages and profits for past infringements thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign, transfer, convey and deliver (and agrees further to assign, transfer, convey and deliver) unto Assignee all right, title and interest in and to the Marks, including the registrations therefor and any common law rights therein, in the United States and throughout the world, and any and all similar designations thereto, together with that part of the good will of the business connected with the use of the Marks and symbolized by the Marks, along with the right to pursue claims and recover damages and profits for past infringements thereof.

Assignor agrees to execute and deliver at the request of the Assignee, all papers, instruments, and assignments, and to perform any other reasonable acts that Assignee may require in order to vest all of Assignor's right, title, and interest in and to the Marks in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

THE MARGARITAVILLE STORE, INC.

By: Donna Smith, Pres.
Donna Smith, President

Date: Dec. 22, 2006

Sworn to and subscribed before me
This 22 day of December, 2006.

Rachael Austin Peto
Notary Public

SCHEDULE A

<u>Registration No.</u>	<u>Mark</u>	<u>Class</u>	<u>Goods/Services</u>
2,096,494	COCONUT TELEGRAPH	42	providing access to an electronic version of a fan club newsletter
1,413,357	THE COCONUT TELEGRAPH	16	Newsletter about musicians, concert tours, retail goods and noteworthy characters and events in southern Florida
2,267,479	THE SHIPWRECK EDITIONS	16	Series of books of fiction on a variety of topics