

TRADEMARK ASSIGNMENT

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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT
EFFECTIVE DATE:	12/20/2004

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
KYO-YA COMPANY, LTD.		12/20/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	KYO-YA HOTELS & RESORTS, LP
Street Address:	2255 Kalakaua Avenue, Second Floor
City:	Honolulu
State/Country:	HAWAII
Postal Code:	96815
Entity Type:	LIMITED PARTNERSHIP: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	0831216	ROYAL HAWAIIAN

CORRESPONDENCE DATA

Fax Number: (407)843-4444
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 407.418.6243
 Email: julie.frey@lowndes-law.com
 Correspondent Name: Julia L. Frey
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ATTORNEY DOCKET NUMBER:	0017586/133331
NAME OF SUBMITTER:	Julia L. Frey
Signature:	/julia l. frey/

OP \$40.00 0831216

Date:

11/27/2007

Total Attachments: 1

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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment"), is made and agreed to as of the 20th day of December, 2004, by and between, KYO-YA COMPANY, LTD., a Delaware corporation ("Assignor") having a principal place of business of 2255 Kalakaua Avenue, Second Floor, Honolulu, Hawaii, 96815, and KYO-YA HOTELS & RESORTS, LP, a Hawaii limited partnership ("Assignee"), having a principal place of business of 2255 Kalakaua Avenue, Second Floor, Honolulu, Hawaii, 96815.

WHEREAS, Assignor is the owner of the U.S. trademark "Royal Hawaiian" Registration Nnumber 0831216, registered on June 27, 1967, in the United States Patent and Trademark Office; and

WHEREAS, Assignee is desirous of acquiring said trademark and all goodwill associated with the business thereof and confirming said assignment with the United States Patent and Trademark Office;

NOW, THEREFORE, for TEN AND NO/100 DOLLARS (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged Assignor does hereby sell, transfer, assign and deliver unto Assignee, all right, title and interest in and to the trademark "Royal Hawaiian" Registration Number 0831216, together with the goodwill of the business connected with and symbolized by the trademark and trademark registration, as well as all rights to damages or profits, due or accrued, arising out of past infringement of such trademark or injury to said goodwill and the right to sue for and receive the same in the Assignee's own name.

IN WITNESS WHEREOF, this Assignment has been executed on behalf of Assignor by its duly authorized officer and bears an effective date of December 20, 2004.

KYO-YA COMPANY, LTD.

By: 

Ernest K. Nishizaki, Executive Vice President

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