

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
Pauahi Management Corporation		03/07/2008	CORPORATION: HAWAII
RECEIVING PARTY DATA			
Name:	Trustees of the Estate of Bernice Pauahi Bishop		
Doing Business As:	DBA Kamehameha Schools		
Street Address:	567 South King Street		
City:	Honolulu		
State/Country:	HAWAII		
Postal Code:	96813		
Entity Type:	TRUSTEE: HAWAII		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	1262037	WHERE ALOHA COMES ALIVE	
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:	rmartin@lawhi.com		
Correspondent Name:	Robert J. Martin Jr., Esq		
Address Line 1:	1003 Bishop Street		
Address Line 2:	Suite 2300, Pauahi Tower		
Address Line 4:	Honolulu, HAWAII 96813		
ATTORNEY DOCKET NUMBER:	RCG - KS "WHERE ALOHA..."		
NAME OF SUBMITTER:	R		
Signature:	/R Martin/		

OP \$40.00 1262037

Date:

03/07/2008

Total Attachments: 2

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source=Assignment of Trademark (Where Aloha Comes Alive) executed#page2.tif

TRADEMARK ASSIGNMENT

WHEREAS, Pauahi Management Corporation, a corporation organized and existing under the laws of the State of Hawaii, with a principal business office at 2201 Kalakaua Avenue, Honolulu, Hawaii 96815, has adopted, used and is using, and had the bona fide intent further to adopt and use, on its own behalf and through licensing to others, the trademark, trade name and service mark WHERE ALOHA COMES ALIVE in connection with its operation of shopping centers ("WHERE ALOHA COMES ALIVE Mark");

WHEREAS, Pauahi Management Corporation, is the owner of the said WHERE ALOHA COMES ALIVE Mark and all of the rights appertaining thereto;

WHEREAS, Pauahi Management Corporation has received from the United States Patent and Trademark Office, registration of the WHERE ALOHA COMES ALIVE Mark, Registration No. 1,262,037, in connection with its operation of shopping centers;

WHEREAS, the Trustees of the Estate of Bernice Pauahi Bishop, d/b/a, Kamehameha Schools ("Kamehameha Schools"), a perpetual charitable trust organized under and existing under the laws of the state of Hawaii, with a principal business office at 567 South King Street, Suite 310, Honolulu, Hawaii 96813, desires to acquire the WHERE ALOHA COMES ALIVE Mark and the rights to use the WHERE ALOHA COMES ALIVE Mark in connection with the operation of shopping centers;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged:

Pauahi Management Corporation hereby assigns to Kamehameha Schools, effective as of March 7, 2008, all its right, title and interest in and to the WHERE ALOHA COMES ALIVE Mark, together with all the good will of the business symbolized by the WHERE ALOHA COMES ALIVE Mark, as well as that portion of its ongoing and existing business to which the WHERE ALOHA COMES ALIVE Mark pertain, including existing licenses; and

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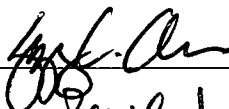
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Pauahi Management Corporation, agrees to supply such further evidence of its intention to transfer and assign all of its right, title and interest in and to the WHERE ALOHA COMES ALIVE Mark as may be reasonably requested by Kamehameha Schools, including execution of additional assignment documentation as may be helpful or appropriate in pursuing trademark applications.

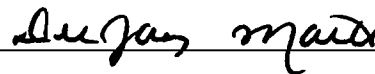
Pauahi Management Corporation

By: 
Its: President
Date: Feb 24 2008

ACKNOWLEDGMENT BY ASSIGNEE

The undersigned, Trustees of the Estate of Bernice Pauahi Bishop, d/b/a, Kamehameha Schools, a perpetual charitable trust organized under and existing under the laws of the state of Hawaii, hereby accepts the above assignment.

**Trustees of the Estate of Bernice Pauahi Bishop,
d/b/a, Kamehameha Schools**

By: 
Its: Chief Executive Officer
Date: March 6, 2008