

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
Carnival Corporation		03/21/2008	CORPORATION: PANAMA
RECEIVING PARTY DATA			
Name:	Carnival plc		
Street Address:	Carnival House, 5 Gainsford Street		
City:	London		
State/Country:	UNITED KINGDOM		
Postal Code:	SE12NE		
Entity Type:	CORPORATION: UNITED KINGDOM		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	76565024	THE MOST FAMOUS OCEAN LINERS IN THE WORLD	
CORRESPONDENCE DATA			
Fax Number:	(703)243-6410		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:	703-465-5355		
Email:	smithj@mwzb.com		
Correspondent Name:	Jeffrey Smith, Esq. of Millen, White PC		
Address Line 1:	2200 Clarendon Boulevard		
Address Line 2:	Suite 1400		
Address Line 4:	Arlington, VIRGINIA 22201		
ATTORNEY DOCKET NUMBER:	CUNA-0259-X		
DOMESTIC REPRESENTATIVE			
Name:	Jeffrey Smith of Millen, White PC		
Address Line 1:	2200 Clarendon Boulevard		
Address Line 2:	Suite 1400		

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TRADEMARK
REEL: 003784 FRAME: 0770

Address Line 4: Arlington, VIRGINIA 22201

NAME OF SUBMITTER:

Jeffrey A. Smith

Signature:

/jas/

Date:

05/29/2008

Total Attachments: 1

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ASSIGNMENT OF INTELLECTUAL PROPERTY RIGHTS

WHEREAS, CARNIVAL CORPORATION, a corporation duly organized and existing under the laws of the Republic of Panama ("**Assignor**"), with offices at 3655 NW 87 Avenue, Miami, Florida 33178, is the owner of the service mark and/or trademark "THE MOST FAMOUS OCEAN LINERS IN THE WORLD" (the "**Mark**"), which has been used in commerce since at least May, 2002, by its affiliate, Cunard Line Limited, in the United States and elsewhere throughout the world for cruise ship services, transportation of passengers by boat and ship, pleasure boat transport, travel and reservation services, booking seats for travel, arranging of cruises and escorting of travelers in International Class 39; for the provision of education services, namely instruction in the field of the arts, conducting workshops and seminars in literary and art appreciation, entertainment services, namely providing movies, music, dancing, poolside and water activities and parties at sea and on land and casino services in International Class 41; and for the provision of food and drink through restaurants, cafes, bars, minibars, cocktail lounges, pubs and room services, temporary accommodation services at sea, cocktail lounge services and bar services and for restaurant services and catering services in International Class 43, for which Assignor had filed a service mark application under Serial No. 76/565,024 on December 12, 2003, with the United States Patent and Trademark Office; and

WHEREAS, CARNIVAL PLC, a corporation duly organized and existing under the laws of the United Kingdom ("**Assignee**"), is desirous of acquiring ownership rights in the Mark;

NOW, THEREFORE, for Ten Dollars (\$10) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee, effective the 21st day of March, 2008, all of Assignor's right, title and interest in and to the Mark, Assignor's rights directly and/or indirectly related to the Mark, any rights Assignor may have obtained from the use of the Mark in the United States, the goodwill in the Mark, the goodwill of the business symbolized by the Mark and the rights and the benefits under each and every application for registration filed for the Mark in the United States.

CARNIVAL CORPORATION, a Panama corporation

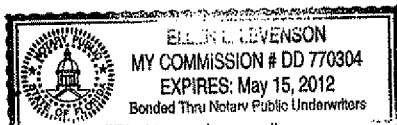
By: _____

Arnaldo Perez, Sr. Vice President-Legal

STATE OF FLORIDA)
COUNTY OF MIAMI-DADE)

BEFORE ME, the undersigned authority, personally appeared ARNALDO PEREZ, as Sr. Vice President-Legal of CARNIVAL CORPORATION, a Panama corporation, who, being personally known to me and having been duly sworn by me on oath, deposes and states that he executed the foregoing Assignment on behalf of said corporation, in his representative capacity, with full power and authority to do so, for the uses and purposes therein expressed this 21st day of March, 2008.

My Commission expires:



Notary Public