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12-02-2008



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HEET 1 of 2
LY
CORPORATION

To the Director of the U. S. Patent and Trademark Office. Attached documents or the new address(es) below.

1. Name of conveying party(ies):

MAUI PINEAPPLE COMPANY, LTD.

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

Citizenship (see guidelines) _____

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: MAUI LAND & PINEAPPLE COMPANY, INC.
Internal _____
Address: _____
Street Address: P. O. Box 187
City: Kahului
State: Hawaii
Country: US Zip: 96733

Association Citizenship _____
 General Partnership Citizenship _____
 Limited Partnership Citizenship _____
 Corporation Citizenship Hawaii
 Other _____ Citizenship _____

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)

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

Execution Date(s) 11/11/2008

Assignment Merger
 Security Agreement Change of Name
 Other _____

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) 2,192,364

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: Martin E. Hsia
Internal Address: 12th Floor
Street Address: 1000 Bishop Street
City: Honolulu
State: Hawaii Zip: 96813
Phone Number: (808) 540-5049
Fax Number: (808) 544-3835
Email Address: mhsia@caedes.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 to deposit account
 Enclosed

8. Payment Information:

Deposit Account Number _____
Authorized User Name _____

9. Signature: Martin E. Hsia 11-26-2008
Signature Date

Martin E. Hsia 32,471 Total number of pages including cover sheet, attachments, and document: 2
Name of Person Signing

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

ASSIGNMENT

WHEREAS, MAUI PINEAPPLE COMPANY, LTD., a Hawaii corporation, of Kahului, Hawaii (the "Assignor"), is the owner of Federal Trademark Registration No. 2,192,364, issued September 29, 1998, for "HAWAIIAN GOLD" (the "Mark"), for "fruit juices" in International Class 32 (the "Registration"), and has not abandoned the Mark or the Registration; and


WHEREAS, MAUI LAND & PINEAPPLE COMPANY, INC., a Hawaii corporation, whose mailing address is P. O. Box 187, Kahului, Hawaii 96733 (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 (including all trademark, copyright, trade dress and other rights), 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.

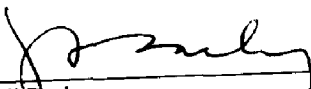
The Assignor, for itself and its successors, hereby covenants with the Assignee, its successors and assigns: THAT the Assignor is the owner of the Mark and the Registration; that the Assignor has good right to sell and assign the same as herein set forth; that this assignment does not constitute a default under any contract or other obligation binding on the Assignor; that the Assignor has not previously assigned, licensed, or encumbered the Mark or the Registration; that the Assignor is not aware of any claims or causes of action arising from products offered or sold under the Mark; that the Assignor has no knowledge of any past infringement of the Mark; and that the Assignor will **WARRANT AND DEFEND** the same unto the Assignee against the lawful claims and demands of all persons.

IN WITNESS WHEREOF the Assignor has executed this Assignment as of the 11th day of November, 2008.

MAUI PINEAPPLE COMPANY, LTD.

By: 
Name: Robert I. Webber
Title: Sr. VP/Chief Financial Officer

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 11-26-2008

 11-26-2008
Judi Pauly Date

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