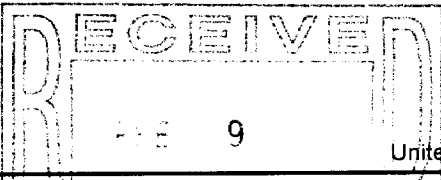


02-10-2009



U.S. DEPARTMENT OF COMMERCE  
United States Patent and Trademark Office

009)

**RECORDATION FORM COVER SHEET  
TRADEMARKS ONLY**

103547583

To the Director of the U. S. Patent and Trademark Office: Please record the 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

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

Execution Date(s) January 21, 2009  
 Assignment                       Merger  
 Security Agreement               Change of Name  
 Other \_\_\_\_\_

**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)

**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)  
3124986; 2755923; 2754947; 2236515; 2197960  
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) 544-3835  
Fax Number: (808) 540-5049  
Email Address: mhsia@caedes.com

**6. Total number of applications and registrations involved:**

5

**7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$140.00**

- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

02/09/2009 DBYRNE      00000068 3124986  
Deposit Account Number \_\_\_\_\_  
01 FC:8521                                      40.00 DP  
Authorized User Name \_\_\_\_\_                      100.00 DP

**9. Signature:**

Signature

2/6/09  
Date

Martin E. Hsia 32,471  
Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 3

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"), has adopted and is using in its business the marks (the "Marks") identified in Exhibit "A" attached hereto, and has acquired goodwill associated with and symbolized by the Marks, and is the owner of the federal trademark registrations for the Marks (the "Registrations") identified in Exhibit "A", and has not abandoned the Marks or the Registrations; and

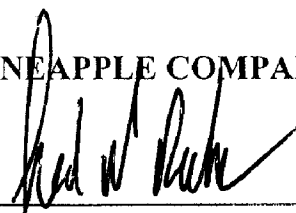
WHEREAS, MAUI LAND & PINEAPPLE COMPANY, INC., a Hawaii corporation, whose mailing address is P. O. Box 187, Kahului, Hawaii 96733 (the "Assignee"), is desirous of acquiring all of the Assignor's right, title and interest in and to the Marks and the Registrations, together with the goodwill of the business associated with and symbolized by the Marks;

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 Marks (including all trademark, copyright, trade dress and other rights), together with the goodwill of the business associated with and symbolized by the Marks, and the Registrations, 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 Marks and the Registrations; 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 Marks or the Registrations; that the Assignor is not aware of any claims or causes of action arising from products offered or sold under the Marks; that the Assignor has no knowledge of any past infringement of the Marks; 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 21st day of JANUARY, 2009.

MAUI PINEAPPLE COMPANY, LTD.

By:   
Name: FRED W. RICKERT  
Title: VICE PRESIDENT/TREASURER

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 02.06.2009

  
Judi Pahlly  
Date 02.06.2009

ImanageDB:978153.1

<u>Mark</u>	<u>Registration No.</u>	<u>Registration Date</u>
MAUI GOLD	3,124,986	08/01/2006
ROYAL COAST GOLD	2,755,923	08/26/2003
HAWAIIAN GOLD	2,754,947	08/26/2003
MISCELLANEOUS DESIGN (pineapple design)	2,236,515	04/06/1999
MISCELLANEOUS DESIGN (pineapple design)	2,197,960	10/20/1998

EXHIBIT "A"

lmanageDB:978153.1