

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
KONA'S BEST NATURAL COFFEE LLC		05/24/2012	LIMITED LIABILITY COMPANY: HAWAII
RECEIVING PARTY DATA			
Name:	PARADISE BEVERAGES, INC.		
Doing Business As:	Hawaii Coffee Company		
Street Address:	94-1450 Moaniani Street		
City:	Waipahu		
State/Country:	HAWAII		
Postal Code:	96797		
Entity Type:	CORPORATION: HAWAII		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3092345	CAPTAIN COOK, HAWAII KOA COFFEE PLANTATION	
Serial Number:	85631213	GRAND DOMAINE	
Serial Number:	85631218	KOA COFFEE PLANTATION	
Serial Number:	85631223	KOA COFFEE PLANTATION 100% KONA COFFEE CAPTAIN COOK, HAWAII	
Serial Number:	85631225	CAPTAIN COOK, HAWAII	
CORRESPONDENCE DATA			
Fax Number:	8085448399		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(808) 544-8310		
Email:	tkubota@wik.com		
Correspondent Name:	Tracey L. Kubota		
Address Line 1:	999 Bishop Street, 23rd Floor		

OP \$140.00 3092345

Address Line 4: Honolulu, HAWAII 96813

ATTORNEY DOCKET NUMBER: 628-25629

NAME OF SUBMITTER: Tracey L. Kubota

Signature: /tracey l. kubota/

Date: 06/13/2012

Total Attachments: 2
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ASSIGNMENT OF TRADEMARK AND TRADE NAME RIGHTS

Assignment made this 24th day of May, 2012, by KONA'S BEST NATURAL COFFEE LLC, a Hawaii limited liability company having a current address in Boulder, Colorado, referred to herein as "Assignor", in favor of PARADISE BEVERAGES, INC. dba Hawaii Coffee Company, a Hawaii corporation with its principal place of business in Waipahu, Hawaii, hereinafter referred to as "Assignee";

For good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all Assignor's rights, title and interest in and to the following USPTO trademark registration and applications, and State of Hawaii trade name registrations, and the marks and names claimed therein:

- (1) United States Trademark Mark Registration No. 3092345 for the mark KOA COFFEE PLANTATION CAPTAIN COOK, HAWAII & Design in classes 025 and 030 issued May 16, 2006, from Serial No. 78480444, issued to Marin and Catherine Artukovich and assigned to Assignor by instrument dated August 21, 2007, recorded with the USPTO on March 22, 2012 at Reel/Frame 4741/0891.
- (2) United States Trademark Application No. 85631225 for the mark CAPTAIN COOK, HAWAII & Women in Oval Design filed May 21, 2012 in class 030, in the name of Assignor;
- (3) United States Trademark Application No. 85631223 for the mark KOA COFFEE PLANTATION 100% COFFEE CAPTAIN COOK, HAWAII & Bowtie Banner and Women in Oval Design filed May 21, 2012 in class 030, in the name of Assignor;
- (4) United States Trademark Application No. 85631213 for the mark GRAND DOMAINE filed May 21, 2012 in class 030, in the name of Assignor;
- (5) United States Trademark Application No. 85631218 for the mark KOA COFFEE PLANTATION filed May 21, 2012 in class 030, in the name of Assignor;
- (6) State of Hawaii Trade Name Registration Certificate No. 4054394 for the name KOA KA'U COFFEE for coffee, t-shirts, coffee mugs and related products issued June 14, 2007, and currently in the name of Assignor; and
- (7) State of Hawaii Trade Name Registration Certificate No. 4053978 for the name KA'U GOLD MOUNTAIN COFEE for coffee, t-shirts, mugs and related products issued May 30, 2007, and currently in the name of Assignor.

Together with any and all variations thereof used by Assignor, any and all goodwill associated therewith, and any and all causes of action for infringement of and/or misappropriation of and/or unfair competition concerning the assigned rights, past, present, and future, and all of the proceeds from the foregoing accrued and unpaid and hereafter accrued.

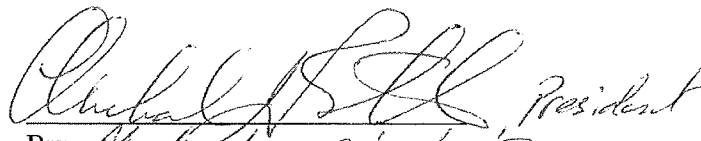
Assignor represents that it has good right, title and interest in and to the marks and names being assigned, that Assignor has not given an assignment, license, right or

permission inconsistent herewith, and that Assignor knows of no parties claiming rights in the assigned marks and names apart from Assignor.

IN WITNESS WHEREOF, the Assignor has caused this instrument to be executed by its duly authorized representative as of the date first above written.

ASSIGNOR:
KONA'S BEST NATURAL COFFEE LLC

DATED: 5/24/12


By: *Michael J. Roberts, Inc.*
Its: *MANAGER/member KBNC, LLC.*