

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	SECURITY INTEREST

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
King's Hawaiian Holding Company, Inc.		10/11/2013	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	General Electric Capital Corporation, as Agent
Street Address:	500 West Monroe Street
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60661
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 13

Property Type	Number	Word Mark
Registration Number:	4321589	ALOHA IN EVERY BITE
Registration Number:	1228641	KING'S HAWAIIAN
Registration Number:	2888718	KING'S HAWAIIAN
Registration Number:	2823976	KING'S HAWAIIAN
Registration Number:	1310313	KING'S HAWAIIAN
Registration Number:	2820363	TASTE PARADISE
Registration Number:	4211296	THE ORIGINAL KING'S HAWAIIAN EST 1950 HI
Serial Number:	85945620	ENJOY A LITTLE BIT OF ALOHA
Serial Number:	85461378	KING ME
Serial Number:	85805844	KING'S HAWAIIAN
Serial Number:	85864301	KING'S HAWAIIAN PROJECT MAHALO
Serial Number:	85823708	SHARE THE HAWAIIAN WAY
Serial Number:	85368224	THE ORIGINAL KING'S HAWAIIAN ESTABLISHED

CH \$340.00 4321589

CORRESPONDENCE DATA

Fax Number: 3128035299

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.

Phone: (312) 845-3430

Email: kalwa@chapman.com

Correspondent Name: Richard Kalwa

Address Line 1: 111 West Monroe Street

Address Line 2: Chapman and Cutler LLP

Address Line 4: Chicago, ILLINOIS 60603

ATTORNEY DOCKET NUMBER:	4126454
NAME OF SUBMITTER:	Richard Kalwa
Signature:	/richard kalwa/
Date:	11/06/2013

Total Attachments: 7
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TRADEMARK SECURITY AGREEMENT

THIS TRADEMARK SECURITY AGREEMENT, dated as of October 11, 2013, is made by each of the entities listed on the signature pages hereof (each a "Grantor" and, collectively, the "Grantors"), in favor of General Electric Capital Corporation ("GE Capital"), as administrative agent (in such capacity, together with its successors and permitted assigns, the "Agent") for the Secured Parties (as defined in the Credit Agreement referred to below).

WITNESSETH:

WHEREAS, pursuant to the Credit Agreement, dated as of October 11, 2013 (as the same may be amended, restated, supplemented and/or modified from time to time, the "Credit Agreement"), by and among the Borrowers, the Borrower Representative, the other Credit Parties, the Lenders and the L/C Issuers from time to time party thereto and GE Capital, as Agent, the Lenders and the L/C Issuers have severally agreed to make extensions of credit to the Borrower upon the terms and subject to the conditions set forth therein;

WHEREAS, each Grantor has agreed, pursuant to a Guaranty and Security Agreement of even date herewith in favor of Agent (and such agreement may be amended, restated, supplemented or otherwise modified from time to time, the "Guaranty and Security Agreement"), to guarantee the Secured Obligations (as defined in the Credit Agreement) of each Borrower; and

WHEREAS, all of the Grantors are party to the Guaranty and Security Agreement pursuant to which the Grantors are required to execute and deliver this Trademark Security Agreement;

NOW, THEREFORE, in consideration of the premises and to induce the Lenders, the L/C Issuers and Agent to enter into the Credit Agreement and to induce the Lenders and the L/C Issuers to make their respective extensions of credit to the Borrowers thereunder, each Grantor hereby agrees with Agent as follows:

Section 1. Defined Terms. Capitalized terms used herein without definition are used as defined in the Guaranty and Security Agreement.

Section 2. Grant of Security Interest in Trademark Collateral. Each Grantor, as collateral security for the prompt and complete payment and performance when due (whether at stated maturity, by acceleration or otherwise) of the Secured Obligations, hereby mortgages, pledges and hypothecates to Agent for the benefit of the Secured Parties, and grants to Agent for the benefit of the Secured Parties a Lien on and security interest in, all of its right, title and interest in, to and under the following Collateral (the "Trademark Collateral"):

(a) all of its Trademarks and all IP Licenses providing for the grant by or to such Grantor of any right under any Trademark, including, without limitation, those referred to on Schedule 1 hereto;

(b) all renewals and extensions of the foregoing;

(c) all goodwill of the business connected with the use of, and symbolized by, each such Trademark; and

(d) all income, royalties, proceeds and Liabilities at any time due or payable or asserted under and with respect to any of the foregoing, including, without limitation, all rights to sue and recover at law or in equity for any past, present and future infringement, misappropriation, dilution, violation or other impairment thereof.

Section 3. Guaranty and Security Agreement. The security interest granted pursuant to this Trademark Security Agreement is granted in conjunction with the security interest granted to Agent pursuant to the Guaranty and Security Agreement and each Grantor hereby acknowledges and agrees that the rights and remedies of Agent with respect to the security interest in the Trademark Collateral made and granted hereby are more fully set forth in the Guaranty and Security Agreement, the terms and provisions of which are incorporated by reference herein as if fully set forth herein.

Section 4. Grantor Remains Liable. Each Grantor hereby agrees that, anything herein to the contrary notwithstanding, such Grantor shall assume full and complete responsibility for the prosecution, defense, enforcement or any other necessary or desirable actions in connection with their Trademarks and IP Licenses subject to a security interest hereunder.

Section 5. Counterparts. This Trademark Security Agreement may be executed in any number of counterparts and by different parties in separate counterparts, each of which when so executed shall be deemed to be an original and all of which taken together shall constitute one and the same agreement. Signature pages may be detached from multiple separate counterparts and attached to a single counterpart.

Section 6. Governing Law. This Trademark Security Agreement and the rights and obligations of the parties hereto shall be governed by, and construed and interpreted in accordance with, the law of the State of Illinois.

[SIGNATURE PAGES FOLLOW]

IN WITNESS WHEREOF, each Grantor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

KING'S HAWAIIAN HOLDING
COMPANY, INC.
as Grantor

By: 
Name: Mark Taira
Title: Chief Executive Officer & President

ACCEPTED AND AGREED
as of the date first above written:

GENERAL ELECTRIC CAPITAL CORPORATION
as Agent

By: _____
Name:
Title:

[Signature Page to Trademark Security Agreement]

IN WITNESS WHEREOF, each Grantor has caused this Trademark Security Agreement to be executed and delivered by its duly authorized officer as of the date first set forth above.

KING'S HAWAIIAN HOLDING
COMPANY, INC.
as Grantor

By: _____
Name:
Title:

ACCEPTED AND AGREED
as of the date first above written:

GENERAL ELECTRIC CAPITAL CORPORATION
as Agent

By: Jennifer Prizzo
Name: Jennifer Prizzo
Title: Its Duly Authorized Signatory

[Signature Page to Trademark Security Agreement]

TRADEMARK
REEL: 005147 FRAME: 0412

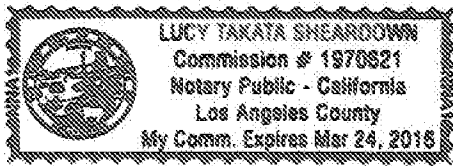
ACKNOWLEDGMENT OF GRANTOR

State of California)

County of Los Angeles)

ss.

On this 10th day of October, 2013 before me personally appeared Mark Taira, proved to me on the basis of satisfactory evidence to be the person who executed the foregoing instrument on behalf of King's Hawaiian Holding Company, Inc., who being by me duly sworn did depose and say that he is an authorized officer of said corporation, that the said instrument was signed on behalf of said corporation as authorized by its Board of Directors and that he acknowledged said instrument to be the free act and deed of said corporation.



Lucy Takata Sheardown
Notary Public

[Acknowledgement of Grantor for Trademark Security Agreement]

SCHEDULE I
TO
TRADEMARK SECURITY AGREEMENT

TRADEMARK REGISTRATIONS AND TRADEMARK APPLICATIONS

1. REGISTERED TRADEMARKS

OWNER	REGISTRATION NUMBER	ISSUE DATE	TITLE
KING'S HAWAIIAN HOLDING COMPANY, INC.	4321589	16-APR-2013	ALOHA IN EVERY BITE
KING'S HAWAIIAN HOLDING COMPANY, INC.	1228641	22-FEB-1983	KING'S HAWAIIAN
KING'S HAWAIIAN HOLDING COMPANY, INC.	2888718	28-SEP-2004	KING'S HAWAIIAN (AND DESIGN)
KING'S HAWAIIAN HOLDING COMPANY, INC.	2823976	16-MAR-2004	KING'S HAWAIIAN (AND DESIGN)
KING'S HAWAIIAN HOLDING COMPANY, INC.	1310313	18-DEC-1984	KING'S HAWAIIAN (AND DESIGN)
KING'S HAWAIIAN HOLDING COMPANY, INC.	2820363	02-MAR-2004	TASTE PARADISE
KING'S HAWAIIAN HOLDING COMPANY, INC.	4211296	18-SEP-2012	THE ORIGINAL KING'S HAWAIIAN EST 1950 HILO HI (AND DESIGN)

2. TRADEMARK APPLICATIONS

OWNER	APPLICATION NUMBER	FILING DATE	TITLE

KING'S HAWAIIAN HOLDING COMPANY, INC.	85945620	29-MAY-2013	ENJOY A LITTLE BIT OF ALOHA
KING'S HAWAIIAN HOLDING COMPANY, INC.	85461378	01-NOV-2011	KING ME
KING'S HAWAIIAN HOLDING COMPANY, INC.	85805844	18-DEC-2012	KING'S HAWAIIAN
KING'S HAWAIIAN HOLDING COMPANY, INC.	85864301	01-MAR-2013	KING'S HAWAIIAN PROJECT MAHALO
KING'S HAWAIIAN HOLDING COMPANY, INC.	85823708	15-JAN-2013	SHARE THE HAWAIIAN WAY
KING'S HAWAIIAN HOLDING COMPANY, INC.	85368224	11-JUL-2011	THE ORIGINAL KING'S HAWAIIAN ESTABLISHED 1950 HILO HAWAII (AND DESIGN)

3. IP LICENSES

None.