

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM322404

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Kamehameha Investment Corporation		10/22/2014	CORPORATION: HAWAII
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Trustees of the Estate of Bernice Pauahi Bishop		
<b>Street Address:</b>	567 King Street		
<b>City:</b>	Honolulu		
<b>State/Country:</b>	HAWAII		
<b>Postal Code:</b>	96813		
<b>Entity Type:</b>	TRUST: HAWAII		
<b>Composed Of:</b>	<ul style="list-style-type: none"> <li>• Lance Wilhelm, UNITED STATES, INDIVIDUAL</li> <li>• Robert Nobriga, UNITED STATES, INDIVIDUAL</li> <li>• Corbett Kalama, UNITED STATES, INDIVIDUAL</li> <li>• Micah Kane, UNITED STATES, INDIVIDUAL</li> <li>• Janeen-Ann Olds, UNITED STATES, INDIVIDUAL</li> </ul>		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2852375	KEAUHOU	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8085244591		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Email:</b>	rmartin@ahfi.com		
<b>Correspondent Name:</b>	Robert J. Martin Jr.		
<b>Address Line 1:</b>	1001 Bishop Street		
<b>Address Line 2:</b>	ASB Tower, 18th Floor		
<b>Address Line 4:</b>	Honolulu, HAWAII 96813		
<b>ATTORNEY DOCKET NUMBER:</b>	08348-9 (KEAUHOU)		
<b>NAME OF SUBMITTER:</b>	Robert J. Martin Jr.		
<b>SIGNATURE:</b>	/R Martin/		
<b>DATE SIGNED:</b>	11/06/2014		
<b>Total Attachments: 2</b>			

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**TRADEMARK ASSIGNMENT**

WHEREAS, Kamehameha Investment Corporation, a corporation organized under the laws of the state of Hawai'i ("KIC"), with an address of 78-6740 Makolea Street, Kailua Kona, Hawai'i 96740, has adopted, used and is using, and has the bona fide intent further to adopt and use, on its own behalf and through licensing to others, the trademark, trade name and service mark KEAUHOU in connection with "Leasing of shopping mall space; Retail shopping mall services" and other related services (the "KEAUHOU Mark");

WHEREAS, KIC is the owner of the said KEAUHOU Mark and all of the rights appertaining thereto;

WHEREAS, KIC has received from the United States Patent and Trademark Office a registration for the KEAUHOU Mark (Reg. No. 2,852,375) in connection with "Leasing of shopping mall space; Retail shopping mall services";

WHEREAS, the Trustees of the Estate of Bernice Pauahi Bishop, d/b/a Kamehameha Schools, a charitable trust organized under the laws of the state of Hawai'i ("Kamehameha Schools"), with an address of 567 King Street, Honolulu, Hawai'i 96813, desires to acquire the KEAUHOU Mark and the rights to use the KEAUHOU Mark in connection with "Leasing of shopping mall space; Retail shopping mall services" and other related services;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged:

KIC hereby assigns to Kamehameha Schools, effective as of August 15, 2014, all of its right, title and interest in and to the KEAUHOU Mark, together with all the good will of the business symbolized by the KEAUHOU Mark, as well as that portion of its ongoing and existing business to which the KEAUHOU Mark pertains, including existing licenses; and

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KIC agrees to supply such further evidence of its intention to transfer and assign all of its right, title and interest in and to the KEAUIHOU Mark as may be reasonably requested by Kamehameha Schools, including execution of additional assignment documentation as may be helpful or appropriate in pursuing trademark applications.

**Kamehameha Investment Corporation**

By: Leslie Clark  
Its: Leslie Yin Clark  
President  
Date: 10/13/14

**ACKNOWLEDGMENT BY ASSIGNEE**

The undersigned hereby accepts the above assignment on behalf of the Trustees of the Estate of Bernice Pauahi Bishop, d/b/a Kamehameha Schools.

**Trustees of the Estate of Bernice Pauahi Bishop,  
d/b/a Kamehameha Schools**

By: [Signature]  
Its: \_\_\_\_\_  
Date: 10/22/14