

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM332134

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
King's Hawaiian Retail, Inc.		02/06/2015	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	King's Hawaiian Holding Company, Inc.		
Street Address:	19161 Harborgate Way		
City:	Torrance		
State/Country:	CALIFORNIA		
Postal Code:	90501		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85439073	KING'S HAWAIIAN	
Registration Number:	2875012	THE LOCAL PLACE	
CORRESPONDENCE DATA			
Fax Number:	4048927056		
<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>			
Phone:	(404) 885-6743		
Email:	tmatlanta@seyfarth.com		
Correspondent Name:	Joseph V. Myers III		
Address Line 1:	1075 Peachtree Street NE, Suite 2500		
Address Line 2:	SEYFARTH SHAW LLP		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	072193.300001		
NAME OF SUBMITTER:	Joseph V. Myers III		
SIGNATURE:	/jvm/		
DATE SIGNED:	02/13/2015		
Total Attachments: 3			
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ASSIGNMENT

THIS TRADEMARK AND INTELLECTUAL PROPERTY ASSIGNMENT (“Assignment”) is entered into as of February _____, 2015 (the “Effective Date”) by and between King’s Hawaiian Retail, Inc., a California corporation (“Assignor”), and King’s Hawaiian Holding Company, Inc., a California corporation (“Assignee”).

WHEREAS, Assignor is the owner of the trademarks listed on Exhibit “A” hereto (the “Marks”) and such Marks being the subject of a pending application (the “Application”) or having achieved registration (the “Registration”) as more fully described on Exhibit “A” hereto;

WHEREAS, Assignee desires to acquire Assignor’s entire right, title, and interest in and to the Marks, the Application and the Registration and to any related common law rights and domain names;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, and conveys to Assignee Assignor’s entire right, title, and interest in and to the Marks, the Application and the Registration, together with the goodwill of the business symbolized by the Marks, together with any common law rights and any related domain names, and together with all of Assignor’s right to sue and recover for past, present and future infringements of the Marks, the same to have and to hold by Assignee as fully and entirely as the same would have been held by Assignor had this assignment not been made (all of the above being referred to collectively as the “Assigned Rights”).

Assignor agrees that it shall deliver any further instruments or documents, and take all such further reasonable action, as Assignee may request, including procuring assurance and cooperation from Assignor’s officers, employees, estate and/or heirs, as the case may be, and providing all necessary authentication information related to any related domain names, including user names and passwords, in order to transfer to and vest in Assignee all right, title, and interest in and to the Marks, the Application and the Registration. Assignor hereby irrevocably appoints Assignee as its power-of-attorney, effective as of the date hereof, with full right of substitution for the purpose of executing such documents and taking such other actions, as may be necessary to effectuate this Agreement in whole or in part. This power of attorney shall be for the benefit of Assignee, its licensees, affiliates, successors, and assigns, and is coupled with an interest.

IN WITNESS WHEREOF, Assignor has duly executed this Assignment as of the date first above written.

KING'S HAWAIIAN RETAIL, INC.

By:  _____

Name: *Mark J. King* _____

Title: *CEO* _____

Exhibit "A"

Trademark Application

Jurisdiction	Trademark	Application No.
United States	KING'S HAWAIIAN	85439073

Trademark Registration

Jurisdiction	Trademark	Registration No.
United States	THE LOCAL PLACE	2875012