

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM403840

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Lanai Resorts, LLC		10/17/2016	Limited Liability Company: HAWAII
RECEIVING PARTY DATA			
Name:	Skye Collection, LLC		
Street Address:	1661 Lincoln Boulevard, 4th Floor		
City:	Santa Monica		
State/Country:	CALIFORNIA		
Postal Code:	90404		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4813371	LANAI RESORTS	
CORRESPONDENCE DATA			
Fax Number:			
<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>			
Email:	ttabfilings@hansonbridgett.com, rzerounian@hansonbridgett.com		
Correspondent Name:	Raffi V. Zerounian		
Address Line 1:	425 Market Street, Floor 26		
Address Line 4:	San Francisco, CALIFORNIA 94105		
ATTORNEY DOCKET NUMBER:	32914.1		
NAME OF SUBMITTER:	Raffi V. Zerounian		
SIGNATURE:	/RVZ/		
DATE SIGNED:	10/31/2016		
Total Attachments: 1			
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TRADEMARK ASSIGNMENT

WHEREAS, Lanai Resorts, LLC ("*Assignor*"), a Hawaii limited liability company, is the owner of the following trademarks and associated registrations:

Jurisdiction	Mark	Registration No.
United States (Federal)	LANAI RESORTS	4813371

WHEREAS, Skye Collection, LLC ("*Assignee*"), a California limited liability company with a principal place of business at 1661 Lincoln Boulevard, 4th Floor, Santa Monica California 90404, is desirous of acquiring said trademarks, registrations, and any related marks as defined below.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest, including common law rights, in the United States of America in and to the above trademarks and registrations (the "*Trademark*"); the goodwill of the business associated therewith and symbolized thereby; all registrations and pending applications associated with the Trademark (including, without limitation, those listed above); all rights of priority therein in any jurisdiction of the world as may now or hereafter be granted to it by law, treaty or other international convention; and all rights, interests, claims and demands recoverable in law or in equity that Assignor has or may have in profits and damages for past, present and future infringements thereof, including, but not limited to, the right to compromise, sue for and collect said profits and damages.

Dated this _____ day of _____, 2016.

Lanai Resorts, LLC



[name] KURT MATSUMOTO

[title] Vice President