

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM449402

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	RELEASE OF SECURITY INTEREST
SEQUENCE:	1

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Wells Fargo Bank	FORMERLY General Electric Capital Corporation	10/31/2017	National Banking Association:

RECEIVING PARTY DATA

Name:	King's Hawaiian Holding Company, Inc.
Street Address:	19161 Harborage Way
City:	Torrance
State/Country:	CALIFORNIA
Postal Code:	90501
Entity Type:	Corporation: CALIFORNIA
Name:	King's Hawaiian Bakery West, Inc.
Street Address:	19161 Harborage Way
City:	Torrance
State/Country:	CALIFORNIA
Postal Code:	90501
Entity Type:	Corporation: CALIFORNIA
Name:	King's Hawaiian Bakery Retail, Inc.
Street Address:	19161 Harborage Way
City:	Torrance
State/Country:	CALIFORNIA
Postal Code:	90501
Entity Type:	Corporation: CALIFORNIA

PROPERTY NUMBERS Total: 24

Property Type	Number	Word Mark
Serial Number:	87371701	HALLOWAIAN
Serial Number:	87240698	HUI NA MEA 'AI HAWAI'I
Serial Number:	87377264	
Serial Number:	87196026	KING'S HAWAIAN
Serial Number:	87371700	LEGEND OF HALLOWAIAN
Serial Number:	87377267	

TRADEMARK

Property Type	Number	Word Mark
Serial Number:	87072440	RECIPE FOR FUN
Registration Number:	4321589	ALOHA IN EVERY BITE
Registration Number:	4868957	KING'S HAWAIIAN
Registration Number:	1228641	KING'S HAWAIIAN
Registration Number:	4886232	KING'S HAWAIIAN
Registration Number:	5087673	KING'S HAWAIIAN
Registration Number:	2888718	KING'S HAWAIIAN
Registration Number:	2823976	KING'S HAWAIIAN
Registration Number:	2477743	KINGS HAWAIIAN
Registration Number:	5129512	KING'S HAWAIIAN JALAPENO BREAD
Registration Number:	4980141	LIGHT ROASTED KONA COFFEE
Registration Number:	4516502	SHARE THE HAWAIIAN WAY
Registration Number:	2875012	THE LOCAL PLACE
Registration Number:	4211296	THE ORIGINAL KING'S HAWAIIAN EST 1950 HI
Registration Number:	5113605	THE ORIGINAL KING'S HAWAIIAN EST 1950 HI
Registration Number:	5113608	THE ORIGINAL KING'S HAWAIIAN EST 1950 HI
Registration Number:	5113599	THE ORIGINAL KING'S HAWAIIAN EST 1950 HI
Registration Number:	5113606	THE ORIGINAL KING'S HAWAIIAN EST 1950 HI

CORRESPONDENCE DATA

Fax Number:

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.

Email: tmatlanta@seyfarth.com

Correspondent Name: Joseph V. Myers III

Address Line 1: 1075 Peachtree St - Suite 1075

Address Line 4: Atlanta, GEORGIA 30309

NAME OF SUBMITTER:	Joseph V. Myers III
SIGNATURE:	/jvm/
DATE SIGNED:	11/01/2017

Total Attachments: 7

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RELEASE OF SECURITY INTEREST IN TRADEMARKS

THIS RELEASE OF SECURITY INTEREST IN TRADEMARKS is dated October 31, 2017 by Wells Fargo Bank, National Association, as successor in interest to General Electric Capital Corporation, as administrative agent (in such capacity, the "Agent") for the Secured Parties;

WITNESSETH:

WHEREAS, (i) King's Hawaiian Holding Company, Inc., as Grantor, and Agent are parties to (x) the Trademark Security Agreement dated October 11, 2013, which was recorded in the United States Patent and Trademark Office on November 6, 2013 at Reel 5147, Frame 0407, and (y) the Trademark Security Agreement dated February 24, 2016, which was recorded in the United States Patent and Trademark Office on February 25, 2016 at Reel 5739, Frame 0657, (ii) King's Hawaiian Bakery West, Inc., as Grantor, and Agent are parties to the Trademark Security Agreement dated October 11, 2013, which was recorded in the United States Patent and Trademark Office on November 6, 2013 at Reel 5147, Frame 0385, and (iii) King's Hawaiian Bakery Retail Inc., as Grantor, and Agent are parties to the Trademark Security Agreement dated October 11, 2013, which was recorded in the United States Patent and Trademark Office on November 6, 2013 at Reel 5147, Frame 0421 (collectively, the "Agreements"), pursuant to which the Grantors granted to Agent, a security interest in, among other things, the trademarks, trademark registrations, and trademark applications listed on Schedule I attached hereto and certain other property (collectively, the "Trademark Property");

WHEREAS, General Electric Capital Corporation, as agent, assigned its interest in the Agreement to the Agent; and

WHEREAS, the Grantors have requested that Agent release its security interests in the Trademark Property and reassign the same to the Grantors;

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

Agent hereby releases its security interests in, and hereby reassigns, grants and conveys to the Grantors, without any representation, warranty, recourse or undertaking by Agent, all of its right, title and interest, if any, in and to each trademark, trademark registration, and trademark application listed on Schedule I hereto, including:

- (a) all of the Trademarks, 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

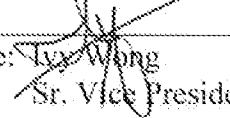
(d) all income, royalties, proceeds and Liabilities at any time due or payable or asserted under and with respect to any of the foregoing, including, without limitation, all rights to sue and recover at law or in equity for any past, present and future infringement, misappropriation, dilution, violation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

Capitalized terms used herein without definition are used as defined in the Agreement.

[SIGNATURE PAGE TO FOLLOW]

IN WITNESS WHEREOF, Agent has caused this Release of Security Interests in Trademarks to be duly executed by its duly authorized officer as of the day and year first above written.

WELLS FARGO BANK, NATIONAL
ASSOCIATION, as Agent

By: 
Name: Ivy Wong
Title: Sr. Vice President

[Signature Page to Release of Security Interests in Trademarks]

SCHEDULE I
TO
RELEASE OF SECURITY INTEREST IN TRADEMARKS

1. REGISTERED TRADEMARKS

OWNER	REGISTRATION NUMBER	REGISTRATION DATE	COUNTRY	MARK
King's Hawaiian Holding Company, Inc.	4321589	4/16/2013	US	ALOHA IN EVERY BITE
King's Hawaiian Retail Inc.	4868957	12/15/2015	US	KING'S HAWAIIAN
King's Hawaiian Holding Company, Inc.	1228641	2/22/1983	US	KING'S HAWAIIAN
King's Hawaiian Holding Company, Inc.	4886232	1/12/2016	US	KING'S HAWAIIAN
King's Hawaiian Holding Company, Inc.	5087673	11/22/2016	US	KING'S HAWAIIAN
King's Hawaiian Holding Company, Inc.	2888718	9/28/2004	US	KING'S HAWAIIAN (and design)
King's Hawaiian Holding Company, Inc.	2823976	3/16/2004	US	KING'S HAWAIIAN (and design)

King's Hawaiian Bakery West, Inc.	2477743	8/14/2001	US	KING'S HAWAIIAN (and design)
King's Hawaiian Holding Company, Inc.	5129512	1/24/2017	US	KING'S HAWAIIAN JALAPENO BREAD
King's Hawaiian Holding Company, Inc.	4980141	6/14/2016	US	LIGHT ROASTED KONA COFFEE
King's Hawaiian Holding Company, Inc.	4516502	4/15/2014	US	SHARE THE HAWAIIAN WAY
King's Hawaiian Retail Inc.	2875012	8/17/2004	US	THE LOCAL PLACE
King's Hawaiian Holding Company, Inc.	4211296	9/18/2012	US	THE ORIGINAL KING'S HAWAIIAN EST 1950 HILO HI (and design)
King's Hawaiian Holding Company, Inc.	5113605	1/3/2017	US	THE ORIGINAL KING'S HAWAIIAN EST 1950 HILO HI BBQ SAUCE LIGHT ROASTED KONA COFFEE design
King's Hawaiian Holding Company, Inc.	5113608	1/3/2017	US	THE ORIGINAL KING'S HAWAIIAN EST 1950 HILO HI BBQ SAUCE ORIGINAL SWEET PINEAPPLE design

King's Hawaiian Holding Company, Inc.	5113599	1/3/2017	US	THE ORIGINAL KING'S HAWAIIAN EST 1950 HILO HI BBQ SAUCE SMOKED BACON RICH SMOKY FLAVOR NOTES design
King's Hawaiian Holding Company, Inc.	5113606	1/3/2017	US	THE ORIGINAL KING'S HAWAIIAN EST 1950 HILO HI BIG ISLAND LAVA S SPICY ISLAND SAUCE design
King's Hawaiian Holding Company, Inc.	4777404	7/21/2015	US	THE ORIGINAL KING'S HAWAIIAN ESTABLISHED 1950 HILO HAWAII (and design)

2. TRADEMARK APPLICATIONS

OWNER	SERIAL NUMBER	FILING DATE	COUNTRY	MARK
King's Hawaiian Holding Company, Inc.	87371701	3/15/2017	US	HALLOWAIIAN
King's Hawaiian Holding Company, Inc.	87240698	11/17/2016	US	HUI NA MEA ' AI HAWAII
King's Hawaiian Holding Company, Inc.	87377264	3/20/2017	US	KAI design

King's Hawaiian Holding Company, Inc.	87196026	10/7/2016	US	KING'S HAWAIIAN
King's Hawaiian Holding Company, Inc.	87371700	3/15/2017	US	LEGEND OF HALLOWAIIAN
King's Hawaiian Holding Company, Inc.	87377267	3/20/2017	US	MENEHUNE design
King's Hawaiian Holding Company, Inc.	87072440	6/15/2016	US	RECIPE FOR FUN

3. TRADEMARK LICENSES

None.