

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM476910

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 Holding Company, Inc.		06/05/2018	Incorporated Association:
RECEIVING PARTY DATA			
Name:	Fresh Baked Films, LLC		
Street Address:	19161 Harborgate Way		
City:	Torrance		
State/Country:	CALIFORNIA		
Postal Code:	90501		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	87371700	LEGEND OF HALLOWAIAN	
Serial Number:	87371701	HALLOWAIAN	
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>			
Phone:	67868768590		
Email:	TMAatlanta@Seyfarth.com		
Correspondent Name:	F. Richard Rimer, Jr.		
Address Line 1:	1075 Peachtree St NE		
Address Line 4:	Atlanta, GEORGIA 30309		
NAME OF SUBMITTER:	Damon Routzhan		
SIGNATURE:	/D Routz/		
DATE SIGNED:	06/06/2018		
Total Attachments: 2			
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87371700 87371700

ASSIGNMENT OF INTELLECTUAL PROPERTY RIGHTS

THIS ASSIGNMENT ("Assignment") is given as of June 5, 2018 by King's Hawaiian Holding Company, Inc., a California corporation, whose principal office is 19161 Harborgate Way, Torrance, California 90501 ("King's Hawaiian"), to Fresh Baked Films, LLC, a Delaware limited liability company, whose principal office address is 19161 Harborgate Way, Torrance, California 90501 ("FBF").

WHEREAS, King's Hawaiian has initiated a film project ("Hallowaiian");

WHEREAS, King's Hawaiian is the owner of the trademarks related to Hallowaiian as listed and more fully described on Exhibit "A" hereto (the "Marks"), as well as copyright and other intellectual property rights in Hallowaiian ("Other IP Rights");

WHEREAS, FBF was organized on March 6, 2018 for the primary purpose of managing Hallowaiian, and King's Hawaiian received an ownership interest in FBF;

WHEREAS, King's Hawaiian desires to sell, convey, assign, transfer and deliver to FBF, and FBF desires to acquire from King's Hawaiian, King's Hawaiian's entire right, title and interest in and to the Marks and Other IP Rights, together with the goodwill of the business symbolized by the Marks;

WHEREAS, FBF is a successor to the portion of King's Hawaiian's business to which the Marks pertain, and that business is ongoing and existing; and

WHEREAS, King's Hawaiian is providing this Assignment for the purpose of confirming such transfer and assignment in a manner appropriate for recordation with the U.S. Patent and Trademark Office and other regulatory bodies.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, King's Hawaiian hereby assigns, transfers, and conveys to FBF King's Hawaiian's entire right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, and together with all of King's Hawaiian's right to sue and recover for past, present and future infringements of the Marks, the same to have and to hold by FBF as fully and entirely as the same would have been held by King's Hawaiian had this assignment not been made (all of the above being referred to collectively as the "Assigned Rights")

King's Hawaiian agrees that it shall deliver any further instruments or documents, and take all such further reasonable action, as FBF may request, including procuring assurance and cooperation from King's Hawaiian'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 FBF all right, title, and interest in and to the Assigned Rights. King's Hawaiian hereby irrevocably appoints FBF 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 FBF, its licensees, affiliates, successors, and assigns, and is coupled with an interest.

IN WITNESS WHEREOF, King's Hawaiian has duly executed this Assignment as of the date first above written.

ASSIGNOR
KING'S HAWAIIAN HOLDING COMPANY, INC.

By:  _____

Name: Mark Taira _____

Title: Chief Executive Officer _____

EXHIBIT A

MARKS

TRADEMARK APPLICATIONS

MARK	SERIAL NO.	FILING DATE	COUNTRY
LEGEND OF HALLOWAHAN	87371700	March 15, 2017	USA
HALLOWAHAN	87371701	March 15, 2017	USA