

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM511148

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Malama Pono Ltd.		06/15/2018	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Malama Pono, Inc.		
Street Address:	617 East Cooper Avenue		
City:	Aspen		
State/Country:	COLORADO		
Postal Code:	81611		
Entity Type:	Corporation: COLORADO		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Serial Number:	87381375	DUKE KAHANAMOKU	
Serial Number:	73021271	DUKE KAHANAMOKU	
Serial Number:	74659857	DUKE KAHANAMOKU	
Serial Number:	77023269	DUKE KAHANAMOKU	
Serial Number:	87822068	DUKE KAHANAMOKU	
Serial Number:	78732215	DUKE KAHANAMOKU	
Serial Number:	74521379	DUKE KAHANAMOKU'S	
CORRESPONDENCE DATA			
Fax Number:	8582720221		
<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:	415-580-6171		
Email:	trademarks@ipla.com		
Correspondent Name:	Joshua J. Richman		
Address Line 1:	4445 Eastgate Mall		
Address Line 2:	Suite 200		
Address Line 4:	San Diego, CALIFORNIA 92121		
NAME OF SUBMITTER:	Joshua J. Richman		
SIGNATURE:	/Joshua J. Richman/		
DATE SIGNED:	02/22/2019		

TRADEMARK

Total Attachments: 2

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ASSIGNMENT OF TRADEMARK RIGHTS

This ASSIGNMENT OF TRADEMARK RIGHTS (“Assignment”) is entered into as of June 15, 2018, by and between Malama Pono Ltd., a California corporation (“Assignor”) and Malama Pono, Inc., a Colorado corporation (“Assignee”).

RECITALS

A. Assignor is the owner of record of the trademark registrations and pending trademark applications shown on Exhibit A, attached to this Assignment and incorporated herein by this reference; as well as the associated goodwill (all together, the “Trademarks”).

B. Assignor is desirous of assigning to Assignee all right, title, interest, and goodwill in and to the Trademarks and all related rights. Assignee is desirous of accepting such assignment.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, the parties agree as follows.

AGREEMENT

1. Assignment. Assignor hereby assigns to Assignee all right, title and interest in and to the Trademarks and all related rights. Assignee accepts such assignment.

2. Execution and Delivery. Assignor agrees to execute and deliver all papers, instruments and assignments and to perform any other reasonable acts the Assignee may require in order to vest all right, title and interest in and to the Trademarks and any related rights to the Assignee and/or provide evidence to support any of the foregoing in the event such evidence is necessary to effectuate the assignment, to the extent such evidence is in the possession or control of Assignor.

WHEREFORE, the parties have executed this Assignment as of the date first set forth above.

Assignor

Assignee

Malama Pono Ltd.
a California corporation

Malama Pono, Inc.
A Colorado corporation

By:

By:

DMore

DMore

Name: DONALD LOVE
Title: PRESIDENT

Name: DONALD LOVE
Title: PRESIDENT

Exhibit A - Trademarks

MARK	CLASSES	COUNTRY	SERIAL NUMBER	REG. NUMBER
DUKE KAHANAMOKU	25	Australia	1404203	1404203
DUKE KAHANAMOKU	25	Japan	2009022474	5310802
DUKE KAHANAMOKU	16	United States of America	87381375	5306540
DUKE KAHANAMOKU	25	United States of America	73021271	1019452
DUKE KAHANAMOKU	25	United States of America	74659857	2764472
DUKE KAHANAMOKU	25	United States of America	77023269	3828626
DUKE KAHANAMOKU	28	United States of America	87822068	
DUKE KAHANAMOKU	35	United States of America	78732215	3833084
DUKE KAHANAMOKU'S	42	United States of America	74521379	2425387