

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM561840

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	02/20/2001		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
King's Hawaiian Bakery West, Inc.		02/11/2020	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: 1			
Property Type	Number	Word Mark	
Registration Number:	2477743	KINGS HAWAIIAN	
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:	TMAtlanta@seyfarth.com		
Correspondent Name:	Joseph V. Myers III		
Address Line 1:	1075 PEACHTREE STREET NE		
Address Line 2:	SUITE 2500		
Address Line 4:	Atlanta, GEORGIA 30309		
ATTORNEY DOCKET NUMBER:	72193-300001		
NAME OF SUBMITTER:	Becki C. Lee		
SIGNATURE:	/Becki C. Lee/		
DATE SIGNED:	02/12/2020		
Total Attachments: 2			
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source=KING'S HAWAIIAN (2477743) - Assignment#page2.tif			

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ASSIGNMENT

This assignment is made as of February 6, 2020 (“Effective Date”), by and between King’s Hawaiian Bakery West, Inc., a California corporation, having an address of 19161 Harborgate Way, Torrance, California 90501 (“Assignor”), and King’s Hawaiian Holding Company, Inc., a California corporation having an address of 19161 Harborgate Way, Torrance, California 90501 (“Assignee”).

Assignee desires to acquire the mark KING’S HAWAIIAN & Design (the “Mark”) and all rights in the Mark, including the goodwill of the business associated with the Mark, as well as any and all common law rights in the Mark, and U.S. Registration No. 2477743 for the Mark (the “Registration”).

For valuable consideration the receipt and sufficiency of which are hereby acknowledged, Assignor hereby conveys, transfers, and assigns to Assignee, *nunc pro tunc* as of February 20, 2001, all right, title, and interest in and to the Mark, including but not limited to all common law rights in the Mark and the Registration for the Mark, along with the goodwill of the business symbolized thereby. Assignor further assigns to Assignee all rights to sue for and receive all damages occurring from past infringing uses of the Mark.

Assignor agrees that at any time and from time to time after execution of this assignment, at the request of Assignee and without further consideration, Assignor will execute and deliver such other instruments and take such action as Assignee may reasonably request to transfer, convey, and assign to Assignee, and to confirm Assignee’s right, title, and interest in and to the Mark and to assist Assignee in exercising all rights with respect to the Mark.

Nothing in this assignment, express or implied, is intended or will be construed to confer upon, or give to, any person or entity, other than the parties to this assignment, any rights, remedies, obligations, or liabilities. This assignment will bind and inure to Assignee and

Assignor and their respective successors and assigns. This assignment may be executed in any number of counterparts, each of which will be deemed an original, but all of which together will constitute one and the same.

KING'S HAWAIIAN BAKERY WEST,
INC.

BY: Samantha Guerreiro

ITS: Marketing Director

DATE: 2/11/2020

KING'S HAWAIIAN HOLDING
COMPANY, INC.

BY: Samantha Guerreiro

ITS: Marketing Director

DATE: 2/11/2020