

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM574757

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Mytex, L.L.C.		05/03/2020	Limited Liability Company: HAWAII
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	HOMERESORT.COM, LLC		
<b>Street Address:</b>	700 Bishop Street, Suite 1104		
<b>City:</b>	Honolulu		
<b>State/Country:</b>	HAWAII		
<b>Postal Code:</b>	96813		
<b>Entity Type:</b>	Limited Liability Company: HAWAII		
<b>PROPERTY NUMBERS Total: 3</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4249102	HR	
<b>Registration Number:</b>	4249103	HOME RESORT LUXURY LINENS AND BEDDING HR	
<b>Registration Number:</b>	5846840	HOME RESORT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	8086755805		
<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>			
<b>Phone:</b>	808 521 7080		
<b>Email:</b>	seth.reiss@lex-ip.com		
<b>Correspondent Name:</b>	Seth Reiss		
<b>Address Line 1:</b>	3770 Lurline Drive		
<b>Address Line 4:</b>	Honolulu, HAWAII 96816		
<b>NAME OF SUBMITTER:</b>	Seth M. Reiss		
<b>SIGNATURE:</b>	/seth m reiss/		
<b>DATE SIGNED:</b>	05/04/2020		
<b>Total Attachments: 2</b>			
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OP \$90.00 4249102

## ASSIGNMENT OF TRADEMARKS AND RELATED RIGHTS

Assignment made and effective this 3<sup>rd</sup> day of May, 2020, by MYTEX, L.L.C., a Hawaii limited liability company having the address of 700 Bishop Street, Ste. 1104, Honolulu, Hawaii 96813 (“Assignor”), in favor of HOMERESORT.COM, LLC, a Hawaii limited liability company having the address of 700 Bishop Street, Ste. 1104, Honolulu, Hawaii 96813 (“Assignee”);

For good and valuable consideration, the sufficiency and receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all Assignor's rights, title and interest in and to the following marks, registrations and related rights:

HOME RESORT

HOMERESORT.COM

HR

United States Patent & Trademark Office Trademark Registration 4249102 issued November 27, 2012 on Serial no. 85515595 for the mark HR in international class 024;

United States Patent & Trademark Office Trademark Registration 4249103 issued November 27, 2012 on Serial no. 85515596 for the mark HR HOME RESORT LUXURY LINENS AND BEDDING & Design as depicted below in international class 024;



United States Patent & Trademark Office Trademark Registration 5846840 issued August 27, 2019 on Serial no. 88060547 for the mark HOME RESORT in international classes 024 and 035;

Hawaii State Trade Name Registration 4213107 for the name HOME RESORT issued November 1, 2018, for e-commerce.

Together with any and all variations thereof used by Assignor, any and all common law rights accrued or accruing, any and all goodwill associated therewith, and any and all causes of action for infringement of and/or misappropriation of and/or unfair competition concerning the assigned rights, past, present, and future, and all of the proceeds from the foregoing accrued and unpaid and hereafter accrued.

Assignor represents and warrants to Assignee that Assignor is the owner of the trademark and registration being assigned free and clear of all liens and encumbrances. To Assignor's knowledge, no person other than Assignee has any right or option to acquire the registration and mark or any portion thereof.

The rights and obligations of the Assignor and the Assignee shall be binding upon and inure to the benefit of the Assignor and the Assignee and their representative heirs, personal representatives, successors and assigns. This assignment shall be governed by and shall be construed in accordance with the laws of the State of Hawaii and the United States of America.

IN WITNESS WHEREOF, the Assignor has caused this instrument to be executed by its duly authorized representative as of the date first above written.

ASSIGNOR:  
MYTEX, L.L.C.

A handwritten signature in black ink, appearing to be 'Richard Yee', written over a horizontal line.

By: Richard Yee  
Its: Member