

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM781880

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST
RESUBMIT DOCUMENT ID:	900736611

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Paradise Beverages, Inc.		08/31/2022	Corporation:

RECEIVING PARTY DATA

Name:	Hawaii Coffee Company, LLC
Street Address:	1555 Kalani Street
City:	Honolulu
State/Country:	HAWAII
Postal Code:	96817
Entity Type:	Limited Liability Company: HAWAII

PROPERTY NUMBERS Total: 27

Property Type	Number	Word Mark
Registration Number:	4271987	GRAND DOMAINE
Registration Number:	4274960	KOA COFFEE PLANTATION
Registration Number:	5650734	
Registration Number:	5740708	PROUDLY ROASTING SINCE 1864 LION COFFEE
Registration Number:	5776419	HAWAII'S FAVORITE FIRST CUP
Registration Number:	5641426	LION CAFE
Registration Number:	5608369	MORE ROAR IN EVERY POUR
Registration Number:	5559421	ROYAL KONA COFFEE FOR ROYALTY
Registration Number:	4533000	ROYAL HAWAIIAN COFFEE FOR ROYALTY
Registration Number:	4490319	START YOUR DAY WITH ALOHA
Registration Number:	4274962	CAPTAIN COOK, HAWAII
Registration Number:	4274961	KOA COFFEE PLANTATION 100% KONA COFFEE C
Registration Number:	3145641	HAWAIIAN ISLANDS TEA COMPANY
Registration Number:	3106072	HAWAII COFFEE COMPANY
Registration Number:	3045983	THE CUP THAT ROARS
Registration Number:	3161515	HAWAIIAN ISLANDS TEA COMPANY
Registration Number:	2884970	ROYAL HAWAIIAN COFFEE
Registration Number:	2614597	ROYAL KONA-COFFEE FOR ROYALTY

TRADEMARK

900745504

REEL: 007919 FRAME: 0373

Property Type	Number	Word Mark
Registration Number:	1718477	LION COFFEE
Registration Number:	1780458	
Registration Number:	1936608	THE CUP THAT CHEERS
Registration Number:	1809432	DIAMOND HEAD ESPRESSO
Registration Number:	1751324	LION COFFEE
Registration Number:	1444312	LION COFFEE
Registration Number:	1250590	LION
Registration Number:	0962153	ROYAL KONA
Serial Number:	97473152	HAWAIIAN LION 24K GOLD ROAST

CORRESPONDENCE DATA

Fax Number: 8085448399

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.

Phone: 8085448300

Email: trademark@wik.com

Correspondent Name: Seth M Reiss

Address Line 1: 999 Bishop Street

Address Line 2: Suite 1250

Address Line 4: Honolulu, HAWAII 96813

ATTORNEY DOCKET NUMBER:	0628-1ASSN
NAME OF SUBMITTER:	Seth M. Reiss
SIGNATURE:	/seth m reiss/
DATE SIGNED:	01/20/2023

Total Attachments: 7

source=Assignment of Trademarks, Trademark Applications, Trademark Registrations and Related Rights_Signed 8.31.2022#page1.tif

source=Assignment of Trademarks, Trademark Applications, Trademark Registrations and Related Rights_Signed 8.31.2022#page2.tif

source=Assignment of Trademarks, Trademark Applications, Trademark Registrations and Related Rights_Signed 8.31.2022#page3.tif

source=Assignment of Trademarks, Trademark Applications, Trademark Registrations and Related Rights_Signed 8.31.2022#page4.tif

source=Assignment of Trademarks, Trademark Applications, Trademark Registrations and Related Rights_Signed 8.31.2022#page5.tif

source=Assignment of Trademarks, Trademark Applications, Trademark Registrations and Related Rights_Signed 8.31.2022#page6.tif

source=Assignment of Trademarks, Trademark Applications, Trademark Registrations and Related Rights_Signed 8.31.2022#page7.tif

ASSIGNMENT OF TRADEMARKS, TRADEMARK APPLICATIONS,
TRADEMARK REGISTRATIONS AND RELATED RIGHTS

Assignment made this 31 day of AUGUST, 2022, by PARADISE BEVERAGES, INC., a Hawaii corporation having a principal place of business at 94-1450 Moaniani St., Waipahu, Hawaii 96797, referred to herein as "Assignor", in favor of HAWAII COFFEE COMPANY, LLC, a Hawaii limited liability company having a principal place of business at 1555 Kalani Street, Honolulu, Hawaii 96817, hereinafter referred to as "Assignee";

Pursuant to that certain Asset Contribution Agreement between Assignor and Assignee, dated as of even date herewith, for the good and valuable consideration stated therein, 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 U.S., foreign and international trademark applications, registrations, the marks described and depicted therein, and the related rights described below:

- (1) USPTO Registration no. 2614597 issued September 3, 2002, on Application Serial no. 76222196 for the mark ROYAL KONA - COFFEE FOR ROYALTY & Design in international class 030.
- (2) USPTO Registration no. 4271987 issued January 8, 2013, on Application Serial no. 85631213 for the mark GRAND DOMAINE in international class 030.
- (3) USPTO Registration no. 4274960 issued January 15, 2013, on Application Serial no. 85631218 for the mark KOA COFFEE PLANTATION in international class 025.
- (4) USPTO Registration no. 5650734 issued January 8, 2019, on Application Serial no. 87652875 for mark Miscellaneous Design in international classes 025 & 030.
- (5) USPTO Registration no. 5740708 issued April 30, 2019, on Application Serial no. 87652855 for the mark PROUDLY ROASTING SINCE 1864 LION COFFEE in international class 030.
- (6) USPTO Registration no. 5776419 issued June 11, 2019, on Application Serial no. 87652860 for the mark HAWAII'S FAVORITE FIRST CUP & Design in international class 030.
- (7) USPTO Registration no. 5641426 issued January 1, 2019, on Application Serial no. 87885003 for the mark LION CAFE in international class 043.

- (8) USPTO Registration no. 5608369 issued November 13, 2018, on Application Serial no. 87652851 for the mark MORE ROAR IN EVERY POUR in international class 030.
- (9) USPTO Registration no. 5559421 issued September 11, 2018, on Application Serial no. 87652837 for the mark ROYAL KONA COFFEE FOR ROYALTY in international class 030.
- (10) USPTO Registration no. 4533000 issued May 20, 2014, on Application Serial no. 86067291 for the mark ROYAL HAWAIIAN COFFEE FOR ROYALTY in international class 030.
- (11) USPTO Registration no. 4490319 issued March 4, 2014, on Application Serial no. 85797199 for the mark START YOUR DAY WITH ALOHA in international class 030.
- (12) USPTO Registration no. 4274962 issued January 15, 2013, on Application Serial no. 85631225 for the mark CAPTIAN COOK, HAWAII & Design in international class 030.
- (13) USPTO Registration no. 4274961 issued January 15, 2013, on Application Serial no. 85631223 for the mark KOA COFFEE PLANTATION 100% KONA COFFEE CAPTAIN COOK, HAWAII & Design in international class 030.
- (14) USPTO Registration no. 4274960 issued January 15, 2013, on Application Serial no. 85631218 for the mark KOA COFFEE PLANTATION in international class 030.
- (15) USPTO Registration no. 3145641 issued September 19, 2006, on Application Serial no. 78976612 for the mark HAWAIIAN ISLANDS TEA COMPANY in international class 040.
- (16) USPTO Registration no. 3106072 issued June 20, 2006, on Application Serial no. 78507533 for the mark HAWAII COFFEE COMPANY in international class 030.
- (17) USPTO Registration no. 3045983 issued January 17, 2006, on Application Serial no. 78525917 for the mark THE CUP THAT ROARS in international class 030.
- (18) USPTO Registration no. 3161515 issued October 24, 2006, on Application Serial no. 78337999 for the mark HAWAIIAN ISLANDS TEA COMPANY in international class 030.

- (19) USPTO Registration no. 2884970 issued September 14, 2004, on Application Serial no. 76510955 for the mark ROYAL HAWAIIAN COFFEE in international class 030.
- (20) USPTO Registration no. 2614597 issued September 3, 2002, on Application Serial no. 76222196 for mark ROYAL KONA-COFFEE FOR ROYALTY & Design in international class 030.
- (21) USPTO Registration no. 1718477 issued September 22, 1992, on Application Serial no. 74188604 for mark LION COFFEE & Design in international class 030.
- (22) USPTO Registration no. 1780458 issued July 6, 1993, on Application Serial no. 74063090 for mark Miscellaneous Design in international class 030.
- (23) USPTO Registration no. 1936608 issued November 21, 1995, on Application Serial no. 74528765 for the mark THE CUP THAT CHEERS in international classes 021 & 025.
- (24) USPTO Registration no. 1809432 issued December 7, 1993, on Application Serial no. 74365641 for the mark DIAMOND HEAD ESPRESSO in international class 030.
- (25) USPTO Registration no. 1751324 issued February 9, 1993, on Application Serial no. 74276971 for the mark LION COFFEE in international class 021 & 025.
- (26) USPTO Registration no. 1444312 issued June 23, 1987, on Application Serial no. 73291998 for the mark LION COFFEE & Design in international class 030.
- (27) USPTO Registration no. 1250590 issued September 6, 1983, on Application Serial no. 73291997 for the mark LION in international class 030.
- (28) USPTO Registration no. 0962153 issued June 26, 1973, on Application Serial no. 72412672 for the mark ROYAL KONA in international class 030.
- (29) USPTO Application no 97473152 filed June 23, 2022, for the mark HAWAIIAN LION 24K GOLD ROAST in international class 030.

- (30) Canadian Registration no. TMA439822 issued February 24, 1995, for the mark LION COFFEE, THE CUP THAT CHEERS & Design in international classes 025 & 030.
- (31) Canadian Registration no. TMA447605 issued September 15, 1995 for the mark THE CUP THAT CHEERS in international class 021, 025 & 030.
- (32) Canadian Registration no. TMA598900 issued January 8, 2004 for the mark ROYAL KONA -- COFFEE FOR ROYALTY & Design in international class 030.
- (33) Canadian Registration no. TMA1083746 issued October 6, 2020 for the mark LION COFFEE & Design in international class 030.
- (34) China Registration no. 13547094 issued December 7, 2015 for the mark KOA COFFEE in international class 030.
- (35) China Registration no. 13547093 issued July 14, 2016 for the mark ROYAL HAWAIIAN COFFEE FOR ROYALTY in international class 030.
- (36) China Registration no. 17755585 issued October 07, 2016 for the mark ROYAL KONA - COFFEE FOR ROYALTY & Design in international class 030.
- (37) Hong Kong Registration no. 199911362 issued August 4, 1993 for the mark LION COFFEE, THE CUP THAT CHEERS & Design in international class 030.
- (38) Hong Kong Registration no. 300338986 issued December 16, 2004 for the mark THE CUP THAT ROARS in international class 030.
- (39) Hong Kong Registration no. 304496167 issued August 29, 2018 for the mark PROUDLY ROASTING SINCE 1864 LION COFFEE & Design in international class 030.
- (40) Hong Kong Registration no. 2004B05693 issued May 14, 2004 for the mark ROYAL KONA -- COFFEE FOR ROYALTY & Design in international class 030.
- (41) Japan Registration no. 5884113 issued September 23, 2016 for the mark ROYAL HAWAIIAN COFFEE FOR ROYALTY & Design in international class 030.

- (42) Japan Registration no. 4133302 issued April 10, 1998 for the mark ROYAL KONA in international class 030.
- (43) Japan Registration no. 4133303 issued April 10, 1998 for the mark ROYAL KONA – COFFEE FOR ROYALTY & Design in international class 030.
- (44) Japan Registration no. 6139446 issued April 19, 2019 for the mark LION CAFÉ & Design in international class 043.
- (45) Japan Registration no 2168118 issued September 29, 1989 for the mark LION COFFEE HAWAIIAN ISLANDS, THE CUP THAT CHEERS & Design in international class 025.
- (46) Japan Registration no. 2169653 issued September 29, 1989 for the mark THE CUP THAT CHEERS & Design in international class 030 & 032.
- (47) Japan Registration no. 6148464 issued May 31, 2019 for the mark LION COFFEE & Design in international class 043.
- (48) Japan Registration no. 5466815 issued January 27, 2012 for the mark LION COFFEE HAWAIIAN ISLANDS THE CUP THAT CHEERS & Design in international classes 021, 030 & 043.
- (49) Japan Registration no. 6587160 issued July 13, 2022 for the mark LION CAFÉ & Design in international class 030.
- (50) Japan Registration no. 6587161 issued July 13, 2022 for the mark LION COFFEE & Design in international class 030.
- (51) Japan Registration no. 6596569 issued August 4, 2022 for the mark LION COFFEE & Design (Vertical) in international classes 021 & 030.
- (52) Korean Registration no. 400606504 issued January 21, 2005 for the mark ROYAL KONA – COFFEE FOR ROYALTY & Design in international class 030.
- (53) Korean Registration no. 400308670 issued February 24, 1995 for the mark LION COFFEE in international class 030.
- (54) Korean Registration no. 400308671 issued February 24, 1995 for the mark LION COFFEE, THE CUP THAT CHEERS & Design in international class 030.
- (55) Korean Registration no. 406378960 issued November 4, 2005 for the mark THE CUP THAT ROARS in international class 030.

- (56) Korean Registration no. 401161138 issued February 17, 2016 for the mark ROYAL HAWAIIAN COFFEE FOR ROYALTY & Design in international class 030.
- (57) New Zealand Registration no. 723018 issued December 17, 2004 for the mark THE CUP THAT ROARS in international class 030.
- (58) New Zealand Registration no. 683581 issued July 7, 2005 for the mark ROYAL KONA – COFFEE FOR ROYALTY & Design in international class 030.
- (59) Singapore Registration no. T02/05721G applied for and registered April 29, 2002, for the mark ROYAL KONA - COFFEE FOR ROYALTY & Design in international class 030.
- (60) Singapore Registration no. T93/05877G applied for and registered July 30, 1993, for the mark LION COFFEE, THE CUP THAT CHEERS & Design in international class 030.
- (61) South Africa Registration no. 2013/11299 issued February 4, 2016 for the mark LION COFFEE THE CUP THAT CHEERS & Design in international class 030.
- (62) Taiwan Registration no. 1051611 issued July 16, 2003 for the mark ROYAL KONA – COFFEE FOR ROYALTY & Design in international class 030.
- (63) Taiwan Registration no. 01169384 issued August 15, 2005 for the mark THE CUP THAT ROARS in international class 030.
- (64) Taiwan Registration no. 1819236 issued January 16, 2017 for the mark ROYAL HAWAIIAN COFFEE FOR ROYALTY & Design in international class 030.
- (65) Taiwan Registration no. 1964902 issued January 15, 2019 for the mark PROUDLY ROASTING SINCE 1864 LION COFFEE & Design in international class 030.
- (66) WIPO International Registration no. 841035 issued December 13, 2004 for the mark THE CUP THAT ROARS in international class 030, and any and all extension of protection there from. (Japan & Singapore)
- (67) WIPO International Registration no. 1404834 issued April 18, 2018, for the mark PROUDLY ROASTING SINCE 1864 LION COFFEE &

Design in international class 030, and any and all extensions of protection there from. (Korea, New Zealand, Philippines, Singapore)

Together with any and all registrations, renewals and extensions issuing therefrom, any and all variations thereof used by Assignor, any and all common law rights accrued to Assignor therein, any and all goodwill associated therewith, that portion of Assignor's business to which the marks pertain, 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 that it has good right, title and interest in and to the applications, registrations and marks being assigned, that Assignor has not given an assignment, license, right or permission inconsistent herewith, and that Assignor knows of no parties claiming rights in the assigned marks apart from Assignor and Assignee.

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

ASSIGNOR:
PARADISE BEVERAGES, INC.

John Erickson John Erickson DATE: 8/31/22
By: _____
Its: President

ASSIGNEE:
HAWAII COFFEE COMPANY, LLC

George Bastians GEORGE BASTIANS DATE: 8/30/22
By: _____
Its: President

1097305.1