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# TRADEMARK ASSIGNMENT

Electronic Version v1.1 Stylesheet Version v1.1

SUBMISSION TYPE: NEW ASSIGNMENT

NATURE OF CONVEYANCE: ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

### **CONVEYING PARTY DATA**

Name	Formerly	Execution Date	Entity Type
Hawai`i Visitors & Convention Bureau		03/02/2004	CORPORATION: HAWAII

### **RECEIVING PARTY DATA**

Name:	Hawai`i Tourism Authority	
Street Address:	1801 Kalakaua Avenue, Hawai`i Convention Center, First Level	
City:	Honolulu	
State/Country:	HAWAII	
Postal Code:	96815	
Entity Type:	Public instrumentality of the State of Hawaii: HAWAII	

PROPERTY NUMBERS Total: 7

Property Type	Number	Word Mark	
Registration Number:	2331414	GOHAWAII	
Registration Number:	2641006	HAWAII VALUE PASS	
Registration Number:	2338816	HAWAII VALUE PASSPORT	
Registration Number:	2372701	THE ISLANDS OF ALOHA	
Registration Number:	2719101	O'AHU THE HEART OF HAWAI'I	
Registration Number:	2561806	THE ULTIMATE GLOBAL GATHERING PLACE	
Registration Number:	2627247	1-800 GO-HAWAII	

## **CORRESPONDENCE DATA**

Fax Number: (808)544-8399

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Email: bdavidson@wik.com

Correspondent Name: Brandon U. Davidson

Address Line 1: 999 Bishop Street, 23rd Floor Address Line 4: Honolulu, HAWAII 96813

ATTORNEY DOCKET NUMBER: | 857-14320

TRADEMARK

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NAME OF SUBMITTER:	Lisa Akase
Total Attachments: 2 source=Assignment TM#page1.tif source=Assignment TM#page2.tif	

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# Assignment of Registered Trademarks

Whereas the HAWAI'I VISITORS & CONVENTION BUREAU ("ASSIGNOR"), whose business address is 2270 Kalakaua Avenue, Suite 801, Honolulu, Hawaii, 96815, has adopted, used, and is using various marks that are registered in the United States Patent and Trademark Office and are identified, along with Registration Numbers and Registration Dates, in the attached Exhibit "A"; and

Whereas the HAWAI'I TOURISM AUTHORITY ("ASSIGNEE"), whose business address is 1801 Kalakaua Avenue, Hawai'i Convention Center, First Level, Honolulu, Hawaii, 96815, is desirous of acquiring said marks and the registrations thereof;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto the said ASSIGNEE all rights, title, and interest in and to the marks identified in the attached Exhibit "A", together with the good will of the business symbolized by the marks, and the registrations thereof.

HAWAI'I VISITORS AND CONVENTION BUREAU
By Terry Les
Terry Lynne Hee, CPA Vice President, Finance & Corporate Services/CFO
State of Hawaii ) ss.
City & County of Honolulu )
On thisday ofMarch 2004, before me appeared Terry Lynne Hee, who was authorized to sign this instrument on behalf of the identified corporation or other juristic entity, who being sworn, acknowledged that she signed this instrument as a free act.  Sa Alexandrea Taala
Notary Public, State of Hawai'i
My Commission Expires

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Exhibit "A"

Mark	Registration Number	Registration Date
GOHAWAII	2331414	March 21, 2000
HAWAII VALUE PASS	2641006	October 22, 2002
HAWAII VALUE PASSPORT	2338816	April 4, 2000
THE ISLANDS OF ALOHA	2372701	August 1, 2000
OAHU THE HEART OF HAWAII	2719101	May 27, 2003
THE ULTIMATE GLOBAL GATHERING PLACE	2561806	April 16, 2002
1-800 GO-HAWAII	2627247	October 1, 2002

TRADEMARK REEL: 002804 FRAME: 0032

**RECORDED: 03/04/2004**