

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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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 HAWAII
Registration Number:	2561806	THE ULTIMATE GLOBAL GATHERING PLACE
Registration Number:	2627247	1-800 GO-HAWAII

CORRESPONDENCE DATA	
Fax Number:	(808)544-8399
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
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
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OP \$190.00 2331414

NAME OF SUBMITTER:

Lisa Akase

Total Attachments: 2

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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