



10/14/05  
**RECORDATION FORM**  
**TRADEMARKS ONLY** 103100481

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

**1. Name of conveying party(ies):**  
THE MADDEN CORPORATION

- Individual(s)
- General Partnership
- Corporation- State: Hawaii
- Other \_\_\_\_\_
- Association
- Limited Partnership

Citizenship (see guidelines) \_\_\_\_\_

Additional names of conveying parties attached?  Yes  No

**2. Name and address of receiving party(ies)**

Additional names, addresses, or citizenship attached?  Yes  No

Name: ROYAL HAWAIIAN HOLDINGS, LLC

Internal

Address: \_\_\_\_\_

Street Address: 60 Prospect Avenue

City: Sausalito

State: California

Country: USA Zip: 94965

- Association Citizenship \_\_\_\_\_
- General Partnership Citizenship \_\_\_\_\_
- Limited Partnership Citizenship \_\_\_\_\_
- Corporation Citizenship \_\_\_\_\_
- Other \_\_\_\_\_ limited liability company Citizenship Hawaii

If assignee is not domiciled in the United States, a domestic representative designation is attached:  Yes  No  
(Designations must be a separate document from assignment)

**3. Nature of conveyance /Execution Date(s) :**

Execution Date(s) October 1, 2005

- Assignment
- Security Agreement
- Other UCC Financing Statement
- Merger
- Change of Name

**4. Application number(s) or registration number(s) and identification or description of the Trademark.**

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

0,235,803 and 1,179,722

Additional sheet(s) attached?  Yes  No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

**5. Name & address of party to whom correspondence concerning document should be mailed:**

Name: Daniel H. Devaney IV

Internal Address: \_\_\_\_\_

Street Address: 1000 Bishop Street, 12th Floor

City: Honolulu

State: Hawaii Zip: 96813

Phone Number: (808) 521-9228

Fax Number: (808) 540-5019

Email Address: ddevaney@cades.com

**6. Total number of applications and registrations involved:**

2

**7. Total fee (37 CFR 2.6(b)(6) & 3.41)** \$ 65.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

**8. Payment Information:**

a. Credit Card Last 4 Numbers \_\_\_\_\_  
Expiration Date \_\_\_\_\_

b. Deposit Account Number \_\_\_\_\_

Authorized User Name \_\_\_\_\_

**9. Signature:**

Signature

October 3, 2005

Date

Daniel H. Devaney IV

Name of Person Signing

Total number of pages including cover sheet, attachments, and document:

2

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to:  
Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

10/13/2005 ECOOPER 00000048 0235803

01 FC:8521  
02 FC:8522

40.00 DP  
25.00 DP

**TRADEMARK**  
**REEL: 003234 FRAME: 0508**

**UCC FINANCING STATEMENT**

FOLLOW INSTRUCTIONS (front and back) CAREFULLY

A. NAME & PHONE OF CONTACT AT FILER [optional]  
**Daniel H. Devaney IV (808) 521-9228**

B. SEND ACKNOWLEDGMENT TO: (Name and Address)

**CADES SCHUTTE LLP  
1000 Bishop Street, 12th Floor  
Honolulu, HI 96813  
Attn: Daniel H. Devaney IV**

I hereby certify that this correspondence is being deposited with the United States Postal Service as first class mail, postage prepaid, in an envelope addressed to: Mail Stop Assignment Recordation Services, Director of the United States Patent and Trademark Office, P. O. Box 1450, Alexandria, Virginia 22313-1450, on 10.04.2005

*Judi Pauly* 10.04.2005  
Judi Pauly Date

THE ABOVE SPACE IS FOR FILING OFFICE USE ONLY

1. DEBTOR'S EXACT FULL LEGAL NAME - insert only one debtor name (1a or 1b) - do not abbreviate or combine names

1a. ORGANIZATION'S NAME  
**THE MADDEN CORPORATION**

OR  
1b. INDIVIDUAL'S LAST NAME FIRST NAME MIDDLE NAME SUFFIX

1c. MAILING ADDRESS CITY STATE POSTAL CODE COUNTRY  
**94-411 Koaki Street Honolulu HI 96797 USA**

1d. SEE INSTRUCTIONS ADD'L INFO RE ORGANIZATION DEBTOR 1e. TYPE OF ORGANIZATION 1f. JURISDICTION OF ORGANIZATION 1g. ORGANIZATIONAL ID #, if any  
**corporation Hawaii HI 57295 D1**  NONE

2. ADDITIONAL DEBTOR'S EXACT FULL LEGAL NAME - insert only one debtor name (2a or 2b) - do not abbreviate or combine names

2a. ORGANIZATION'S NAME

OR  
2b. INDIVIDUAL'S LAST NAME FIRST NAME MIDDLE NAME SUFFIX

2c. MAILING ADDRESS CITY STATE POSTAL CODE COUNTRY

2d. SEE INSTRUCTIONS ADD'L INFO RE ORGANIZATION DEBTOR 2e. TYPE OF ORGANIZATION 2f. JURISDICTION OF ORGANIZATION 2g. ORGANIZATIONAL ID #, if any  
 NONE

3. SECURED PARTY'S NAME (or NAME of TOTAL ASSIGNEE of ASSIGNOR S/P) - insert only one secured party name (3a or 3b)

3a. ORGANIZATION'S NAME  
**ROYAL HAWAIIAN HOLDINGS, LLC**

OR  
3b. INDIVIDUAL'S LAST NAME FIRST NAME MIDDLE NAME SUFFIX

3c. MAILING ADDRESS CITY STATE POSTAL CODE COUNTRY  
**60 Prospect Avenue Sausalito CA 94965 USA**

4. This FINANCING STATEMENT covers the following collateral:

**All right, title and interest of the Debtor in and to the following trademarks, trade names and domain names, together with the registrations therefor, the goodwill of the business associated therewith and symbolized thereby, and the right to sue for past infringement, if any there may be (collectively, the "Collateral"): (a) "Royal Hawaiian", Fed. Registration No. 0,235,803; (b) "Wicked Wahine", Fed. Registration No. 1,179,722; (c) "Royal Hawaiian Perfumes", Hawaii Certificate No. 4034029; (d) "Coconut Willie", Hawaii Certificate No. 4034030; (e) "Perfumes Polynesia", Hawaii Certificate No. 4034028; (f) "Wicked Wahine", Hawaii Certificate No. 4034026; (g) "royalhawaiianperfumes.com"; and (h) "wickedwahine.com".**

**TOGETHER WITH all right, title and interest of the Debtor in, and to use, lease or dispose of, the Collateral as well as any proceeds deriving from such Collateral**

5. ALTERNATIVE DESIGNATION (if applicable):  LESSEE/LESSOR  CONSIGNEE/CONSIGNOR  BAILEE/BAILOR  SELLER/BUYER  AG. LIEN  NON-UCC FILING

6.  This FINANCING STATEMENT is to be filed [for record] (or recorded) in the REAL ESTATE RECORDS. Attach Addendum [if applicable] 7. Check to REQUEST SEARCH REPORT(S) on Debtor(s) [optional]  All Debtors  Debtor 1  Debtor 2

8. OPTIONAL FILER REFERENCE DATA