

11-02-2005

OMB Collection 0651-0027 (exp. 6/30/2008)

2005 OCT 31
FINANCE SECTION



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REC OF TR.
To the Director of the U. S. Patent and Trademark Office

1. Name of conveying party(ies):
 ROYAL HAWAIIAN HOLDINGS, LLC

Individual(s) Association
 General Partnership Limited Partnership
 Corporation- State: _____
 Other Hawaii limited liability company

Citizenship (see guidelines) _____
 Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies) Yes No
 Additional names, addresses, or citizenship attached? No

Name: THE MADDEN CORPORATION
 Internal Address: _____
 Street Address: 94-411 Koaki Street
 City: Waipahu
 State: Hawaii
 Country: USA Zip: 96797

Association Citizenship _____
 General Partnership Citizenship _____
 Limited Partnership Citizenship _____
 Corporation Citizenship _____
 Other _____ Citizenship _____

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) 10/1/05

Assignment Merger
 Security Agreement Change of Name
 Other _____

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

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: Alan K. Lau, Esq.
 Internal Address: Moseley Biehl Tsugawa
Lau & Muzzi, LLLC
 Street Address: Alakea Corporate Tower
1100 Alakea St., 23rd Flr.
 City: Honolulu
 State: Hawaii Zip: 96813
 Phone Number: (808) 531-0490
 Fax Number: (808) 534-0202
 Email Address: alau@hilaw.us

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

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] 10/24/05
 Signature Date
Alan K. Lau, Esq.
 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

11/01/2005 ECDOOPER 00000317 0235803
01 FC:8521 (40.00 OP)

ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

WHEREAS, **ROYAL HAWAIIAN HOLDINGS, LLC**, a Hawaii limited liability company, with its mailing address at 60 Prospect Avenue, Sausalito, California 94965 (the "Assignor"), has adopted and is using in its business the mark "**ROYAL HAWAIIAN**" (the "Mark") and has acquired goodwill associated with and symbolized by the Mark, and is the owner of Federal Trademark Registration No. 0,235,803, issued November 29, 1927, for "perfumes", in International Class 3 (the "Registration"), for the Mark, and has not abandoned the same; and

WHEREAS, **THE MADDEN CORPORATION**, a Hawaii corporation, with its mailing address at 94-411 Koaki Street, Waipahu, Hawaii 96797 (the "Assignee"), is desirous of acquiring all of the Assignor's right, title and interest in and to the Mark and the Registration, together with the goodwill of the business associated with and symbolized by the Mark;

NOW, THEREFORE, in consideration of the sum of Ten Dollars and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby assigns to the Assignee all right, title and interest in and to the Mark, together with the goodwill of the business associated with and symbolized by the Mark, and the Registration, and the right to sue for past infringement, if any there may be.

IN WITNESS WHEREOF the Assignor has executed this Assignment as of the 15th day of October, 2005.

ROYAL HAWAIIAN HOLDINGS, LLC

By Amy Brinkman
Amy Brinkman
Its Manager