

12-15-2005  
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12/12/05

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):

ROYAL HAWAIIAN HOLDINGS, LLC

- Individual(s)
- General Partnership
- Corporation- State: \_\_\_\_\_
- Other Hawaii limited liability company

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

Additional names of conveying parties attached?  Yes  No

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

Execution Date(s) 10/1/05

- Assignment
- Security Agreement
- Other \_\_\_\_\_
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached?  Yes  No

Name: THE MADDEN CORPORATION

Internal \_\_\_\_\_

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

Street Address: 94-411 Koaki Street

City: Waipahu

State: Hawaii

Country: USA Zip: 96797

- Association
- General Partnership
- Limited Partnership
- Corporation
- Other \_\_\_\_\_

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)

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)

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: Alan K. Lau, Esq.

Internal Address: Moseley Biehl Tsugawa

Lau & Muzzi, LLC

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  
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

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**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 "**WICKED WAHINE**" (the "Mark") and has acquired goodwill associated with and symbolized by the Mark, and is the owner of Federal Trademark Registration No. 1,179,722, issued December 1, 1981, for "cologne, perfume and hand and body lotion", 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 1st day of October, 2005.

ROYAL HAWAIIAN HOLDINGS, LLC

By   
Amy Brinkman  
Its Manager