

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
DC Design & Concept GMBH		06/01/2011	LIMITED LIABILITY COMPANY: GERMANY
RECEIVING PARTY DATA			
Name:	Kapalua Land Company, Ltd.		
Street Address:	700 Village Road		
City:	Lahaina		
State/Country:	HAWAII		
Postal Code:	96761		
Entity Type:	CORPORATION: HAWAII		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2115124	KAPALUA	
CORRESPONDENCE DATA			
Fax Number:	(808)540-5044		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	808 521 9253		
Email:	kashigemura@cades.com		
Correspondent Name:	Keri Ann K. Shigemura		
Address Line 1:	1000 Bishop Street		
Address Line 2:	12th Floor		
Address Line 4:	Honolulu, HAWAII 96813		
ATTORNEY DOCKET NUMBER:	17423-0015		
NAME OF SUBMITTER:	Keri Ann K. Shigemura		
Signature:	/Keri Ann K. Shigemura/		

OP \$40.00 2115124

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TRADEMARK
REEL: 004555 FRAME: 0248

Date:

06/06/2011

Total Attachments: 4

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ASSIGNMENT OF U.S. TRADEMARK REGISTRATION AND RIGHTS

EFFECTIVE as of ^{5:45}February 1, 2011, DC DESIGN & CONCEPT GMBH, a limited liability company of the Federal Republic of Germany with a principal place of business at Ernscher Straße 20, 45891 Geisenkirchen Germany ("Assignor"),

and

KAPALUA LAND COMPANY, LTD., a Hawaii corporation with a principal place of business at 700 Village Road, Lahaina, Maui, Hawaii 96761 ("Assignee"),

agree as follows:

1. Background and Certain Definitions. Pursuant to the terms of an agreement by and between Assignor and Assignee and in settlement of the proceedings before the Trademark Trial and Appeal Board of the U.S. Patent and Trademark Office docketed as consolidated Opposition No. 91124762 and Cancellation No. 92/040092, Assignor desires to assign to Assignee Assignor's U.S. Trademark Registration No. 2,115,124 for "KAPALUA", for "clothing, namely dresses, skirts, jackets, suits, pullovers, sweaters, pants, shirts, T-shirts" (hereinafter, the "Mark").

2. Assignment. In consideration of the sum of TEN DOLLARS (\$10.00) and other valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers and sets over unto Assignee U.S. Trademark Registration 2,115,124 for the Mark issued November 25, 1997 (the "Assignment");

TOGETHER WITH all goodwill symbolized by the Mark;

ALSO, TOGETHER WITH the right to sue for past infringement, if any there may be.

This Assignment shall be binding upon Assignor and Assignor's heirs, personal representatives, devisees, successors, successors in trust and assigns, and shall inure to the benefit of Assignee and Assignee's successors and assigns. This Assignment can be amended only by a written instrument signed by both parties. This Assignment shall be interpreted and enforced under the laws of the State of Hawaii and the United States of America. The courts of the State of Hawaii, and the U.S. District Court for the District of Hawaii, and no other courts or tribunals of any kind, shall have exclusive original jurisdiction over any dispute arising under this Assignment, the parties hereto hereby irrevocably and unconditionally submitting to such jurisdiction.

IN WITNESS WHEREOF Assignor and Assignee have executed this Assignment as of the date first written above.

CS
~~LICENSOR~~
(Signatures must be notarized or legalized)

KAPALUA LAND COMPANY, LTD.,
a Hawaii corporation

By: *Tim T. Esaki*
TIM T. ESAKI
Its: Chief Financial Officer

Date: June 1, 2011

~~Assignor~~
com.

CS
~~LICENSEE~~
(Signatures must be notarized or legalized)

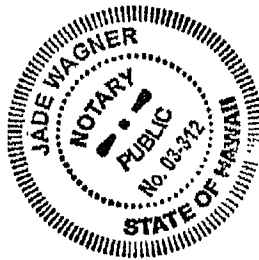
DC DESIGN & CONCEPT GMBH,
a Limited Liability Company of the
Federal Republic of Germany

By: *Managing Director*
Thorsten Kalmann
Its: _____

Date: 06/06/2011, 2011
KAPALUA®
DC Design & Concept GmbH
Emscherstraße 20
45894 Gelsenkirchen
com.

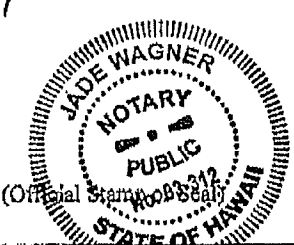
STATE OF HAWAII)
) SS:
COUNTY OF MAUI)

On this 1st day of June, 2011, before me personally appeared TIM T. ESAKI to me personally known, who being by me duly sworn, did say that ~~she~~ ^{CFO, INC} is the ~~President~~ of KAPALUA LAND COMPANY, LTD., a Hawaii corporation, and acknowledged said instrument was signed on behalf of said corporation, and said instrument to be the free act and deed of said corporation.



Signature: Jade Wagner
Print Name: JADE WAGNER
Notary Public, State of Hawaii
My commission expires: June 1, 2015

NOTARY CERTIFICATE (Hawaii Administrative Rules §5-11-8)	
Document Identification or Description: <u>Assignment of U.S. Trademark Registration and Rights</u> Doc. Date: <u>June 1, 2011</u>	
No. of Pages: <u>-4-</u>	Jurisdiction: <u>Second</u> Circuit (in which notarial act is performed)
Signature of Notary <u>Jade Wagner</u>	Date of Certificate <u>June 1, 2011</u>
Printed Name of Notary <u>JADE WAGNER</u>	



W

APOSTILLE

(Convention de La Haye du 5 octobre 1961)

1. Country: _____
This public document
2. has been signed by _____
3. acting in the capacity of _____
4. bears the seal/stamp of _____

CERTIFIED

5. at _____ 6. the _____
7. by _____
8. No. _____
9. Seal/stamp 10. Signature:

TmanageDB:1634367.1