

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
Bad Ass Coffee Company of Hawaii, Inc.		06/25/2013	CORPORATION: UTAH
RECEIVING PARTY DATA			
Name:	Hawaiian Concepts, Inc.		
Street Address:	676 E Stonefly Drive		
City:	Salt Lake City		
State/Country:	UTAH		
Postal Code:	84165		
Entity Type:	CORPORATION: UTAH		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77124934	ROYAL ALOHA COFFEE, TEA & SPICE COMPANY	
CORRESPONDENCE DATA			
Fax Number:	8015311929		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	801-994-4646		
Email:	docket@kunzlerlaw.com		
Correspondent Name:	Bruce R. Needham		
Address Line 1:	8 East Broadway		
Address Line 2:	Suite 600		
Address Line 4:	Salt Lake City, UTAH 84111		
ATTORNEY DOCKET NUMBER:	2397.3.2		
NAME OF SUBMITTER:	Bruce R. Needham		
Signature:	/Bruce R. Needham/		
Date:	06/25/2013		
Total Attachments: 1 source=2397.3.2_SignedTrademarkAssignment#page1.tif			

OP \$40.00 77124934

TRADEMARK ASSIGNMENT

This Trademark Assignment [hereinafter "the Assignment"] dated June 25, 2013, is made and delivered by Bad Ass Coffee Company of Hawaii, Inc., having a place of business at 155 West Melvern Avenue, Salt Lake City, UT 84115 [hereinafter "Assignor"], for the benefit Hawaiian Concepts, Inc. having a place of business at 676 E Stonefly Drive, Salt Lake City, UT 84165 [hereinafter "Assignee"].

WHEREAS, Assignor has acquired, used, and is the owner of all right, title, and interest in, to, and under U.S. Trademark Application Serial No. 77/124,934, filed March 07, 2010, for the mark ROYAL ALOHA COFFEE, TEA & SPICE COMPANY [hereinafter "the Mark"]; and

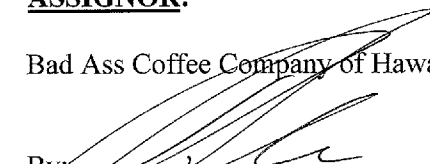
NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, the parties agree as follows:

- 1. Assignor does hereby transfer, convey, assign, and deliver to Assignee, free and clear of all encumbrances, all right, title, and interest in, to, and under the Mark, together with the goodwill of the business associated therewith and which is symbolized thereby, all rights to sue for infringement of the Mark, whether arising prior to or subsequent to the date of this Assignment, and any and all renewals and extensions thereof that may hereafter be secured under the laws now or hereafter in effect in the United States and in any other jurisdiction, the same to be held and enjoyed by the said Assignee, its successors and assigns from and after the date hereof as fully and entirely as the same would have been held and enjoyed by the said Assignor had this Assignment not been made.
- 2. This Assignment may be executed in separate counterparts and by facsimile signature, each of which when so executed and delivered shall be an original, but all such counterparts shall together constitute one and the same instrument.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be adopted, approved, certified, executed, and acknowledged by a duly authorized person on the date first above written.


ASSIGNOR:

Bad Ass Coffee Company of Hawaii, Inc.

By: 
 Name: Andrew Hiu
 Title: President & CEO

ASSIGNEE:

Hawaiian Concepts, Inc.

By: 
 Name: Andrew Hiu
 Title: President