

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM520833

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GENWORTH MORTGAGE HOLDINGS, LLC		04/22/2019	Limited Liability Company: NORTH CAROLINA
RECEIVING PARTY DATA			
Name:	BANK OF HAWAII		
Street Address:	P.O. BOX 2900		
City:	HONOLULU		
State/Country:	HAWAII		
Postal Code:	96813-4202		
Entity Type:	Corporation: HAWAII		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4358164	SIMPLIFY	
CORRESPONDENCE DATA			
Fax Number:	8085405049		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	8085443835		
Email:	mhsia@caedes.com		
Correspondent Name:	Martin E. Hsia		
Address Line 1:	1000 Bishop Street		
Address Line 2:	12th Floor		
Address Line 4:	Honolulu, HAWAII 96813		
NAME OF SUBMITTER:	Martin E. Hsia, 32,471		
SIGNATURE:	/Martin E. Hsia/		
DATE SIGNED:	04/25/2019		
Total Attachments: 1			
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OP \$40.00 4358164

ASSIGNMENT OF FEDERAL TRADEMARK REGISTRATION

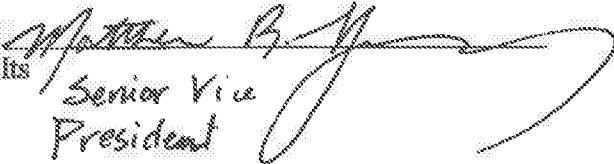
WHEREAS, GENWORTH MORTGAGE HOLDINGS, LLC, a North Carolina limited liability company, with mailing address at 8325 Six Forks Road, Raleigh, North Carolina 27615 (the "Assignor"), has adopted and is using in its business the mark "SIMPLIFY" with the letter "M" and the second letter "I" highlighted (the "Mark") and has acquired goodwill associated with and symbolized by the Mark, and is the owner of U.S. Trademark Registration No. 4358164, issued June 25, 2013, for "Issuance of mortgage insurance; mortgage lending services", in International Class 36 (the "Registration"), for the Mark, and has not abandoned the same; and

WHEREAS, BANK OF HAWAII, a Hawaii corporation, with mailing address at P.O. Box 2900, Honolulu, Hawaii 96813-4202 (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 Assignee's maintaining the Registration in effect 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 22nd day of April, 2019.

GENWORTH MORTGAGE HOLDINGS, LLC

By 
its Senior Vice President

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