

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Peter E. Blum		07/29/2004	INDIVIDUAL:

RECEIVING PARTY DATA	
Name:	Wine Oh! LLC
Street Address:	600 Peachtree Street, N.E.,
Internal Address:	Suite 5200
City:	Atlanta
State/Country:	GEORGIA
Postal Code:	30308-2216
Entity Type:	Limited Liability Company: GEORGIA

PROPERTY NUMBERS Total: 5		
Property Type	Number	Word Mark
Serial Number:	76093972	WINE OH!
Serial Number:	78265979	WINE OH!
Serial Number:	78352657	WINE OH!
Serial Number:	78393523	WINE OH!
Serial Number:	78445588	WINE OH!

CORRESPONDENCE DATA	
Fax Number:	(404)962-6771
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	404-885-3539
Email:	trademarks@troutmansanders.com
Correspondent Name:	Segeda T. Ranjeet, Esq.
Address Line 1:	600 Peachtree Street, N.E.,
Address Line 2:	Bank of America Plaza, Suite 5200
Address Line 4:	Atlanta, GEORGIA 30308-2216

ATTORNEY DOCKET NUMBER:	6929.3929 (BLUM)
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OP \$140.00 76093972

NAME OF SUBMITTER:

Segeda T. Ranjeet, Esq.

Total Attachments: 2

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TRADEMARK ASSIGNMENT AGREEMENT

THIS TRADEMARK ASSIGNMENT AGREEMENT is made and entered into as of the 29th day of July, 2004 by and between Peter E. Blum, an individual United States citizen ("Assignor"), and Wine OH! LLC, a Georgia limited liability company, ("Assignee").

RECITALS

WHEREAS, Assignor has adopted and used or intends to use and is the owner of the marks (the "Marks") set forth on Schedule A attached hereto and incorporated herein by this reference; and

Assignee desires to obtain from Assignor and Assignor desires to assign and transfer to Assignee all right, title, and interest in and to the Marks and the underlying business pertaining to the Marks, together with the goodwill of the underlying business symbolized by the Marks and the right to recover damages and profits and other remedies for past infringement of the Marks.

NOW, THEREFORE, for and in consideration of the mutual promises, covenants, representations and warranties hereinafter set forth, and for other good and valuable consideration, the receipt and sufficiency of which are hereby expressly acknowledged, Assignor and Assignee agree as follows:


TERMS AND CONDITIONS

1. Assignment. Assignor hereby grants, conveys, and assigns to Assignee all right, title, and interest in and to the Marks in the United States and throughout the world and the to the underlying business pertaining to the Marks, together with the goodwill of the business symbolized by the Marks and the right to recover damages and profits and other remedies for past infringement of the Marks.

2. Further Documentation and Actions. Assignor hereby agrees to execute and deliver to Assignee any further documents and instruments, and to do any and all further acts, deemed necessary by Assignee to vest in Assignee all right, title, and interest in and to the Marks, and to enable such right, title, and interest to be recorded in the United States Patent and Trademark Office and any other appropriate governmental authority or agency of the United States and throughout the world.

"ASSIGNOR"

PETER E. BLUM

By: 

Date: 7/29/04

SCHEDULE A

MARK	APP/REG. NO.	FILING DATE	COUNTRY
WINE OH!	76/093,972	7/21/2000	United States
WINE OH!	78/265,979	6/23/2003	United States
WINE OH!	78/352,657	1/15/2004	United States
WINE OH!	78/393,523	3/30/2004	United States
WINE OH!	78/445,588	7/2/2004	United States
WINE OH!	1214145	4/21/2004	Canada
WINE OH!	3747136	4/05/2004	European Union (CTM)