

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
Allied Management, Inc.		07/13/2007	CORPORATION: NEW JERSEY
RECEIVING PARTY DATA			
Name:	Mr. Raymond R Horwath		
Street Address:	1580 Matthew Drive		
City:	Fairfield		
State/Country:	CALIFORNIA		
Postal Code:	94533		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78572877	BIG ASS	
CORRESPONDENCE DATA			
Fax Number:	(707)526-4707		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	707-526-4200		
Email:	jmbehmke@cmpirlaw.com		
Correspondent Name:	Jay M. Behmke		
Address Line 1:	100 B Street Suite 400		
Address Line 4:	Santa Rosa, CALIFORNIA 95401		
ATTORNEY DOCKET NUMBER:	6663		
NAME OF SUBMITTER:	Jay M. Behmke		
Signature:	/JMB-163603/		
Date:	07/16/2007		

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Total Attachments: 1
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TRADEMARK APPLICATION ASSIGNMENT
USPTO Serial Number 78572877

WHEREAS, ALLIED MANAGEMENT INC., a New Jersey corporation, having an address at 19 South Livingston Avenue, Livingston, NJ 07039 ("Assignor"), has intended to use the mark BIG ASS for wines (the "Trade Mark") in interstate commerce and has filed an application with the United States Patent and Trademark office on February 23, 2005 based on its bona fide intent to use such mark in commerce, which application has been given Serial No. 78572877, but has not yet filed an allegation of use of the mark under Section 1(c) or 1(d) of the Trademark Act (15 USC § 1051(e) or (d));

WHEREAS, Assignor and RAYMOND R. HORWATH, an individual, having an address at 1580 Matthew Drive, Fairfield, California, CA 94533 ("Assignee"), have executed that certain Settlement Agreement and Mutual Release dated August 12, 2006 (the "Agreement"); and

WHEREAS, pursuant to the terms of the Agreement, Assignor desires to assign and Assignee desires to receive all of the right, title and interest in and to the Trade Mark and the entire business or portion thereof to which the Trade Mark pertains as required by Section 10 of the Trademark Act (15 USC § 1060).

NOW THEREFORE, for the consideration set forth in the Agreement, and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, transfers, assigns and sets over unto Assignee, its successors and assigns, the Trade Mark in the above identified application as part of the entire business or portion thereof to which the Trade Mark pertains as required by Section 10 of the Trademark Act (15 USC § 1060).

Assignor agrees to execute and deliver at the request of Assignee all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may request in order to vest all of the right, title, and interest in and to the Trade Mark in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

Executed July 13, 2007

ASSIGNOR:

ASSIGNEE

ALLIED MANAGEMENT, INC.

By: 

Kenneth Friedman, President

By: 

Raymond R. Horwath