

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
PALM BAY IMPORTS, INC.		12/12/2007	CORPORATION: FLORIDA
RECEIVING PARTY DATA			
Name:	CAVIT CANTINA VITICOLTORI CONSORZIO CANTINE SOCIALI DEL TRENINO Societa Cooperativa		
Street Address:	Via del Ponte, 31		
City:	RAVINA (Prov. of TRENTO)		
State/Country:	ITALY		
Postal Code:	38040		
Entity Type:	Societa Cooperativa: ITALY		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3320270	LUNETTA	
CORRESPONDENCE DATA			
Fax Number:	(703)685-0573		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(703) 521-2297		
Email:	tmgfile@intelleivate.com		
Correspondent Name:	YOUNG & THOMPSON		
Address Line 1:	745 South 23rd Street		
Address Line 2:	Suite 200		
Address Line 4:	Arlington, VIRGINIA 22202		
ATTORNEY DOCKET NUMBER:	2507-1110		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

OP \$40.00 3320270

Address Line 2:

Address Line 3:

Address Line 4:

NAME OF SUBMITTER:

Mark Lebow

Signature:

/Mark Lebow/

Date:

12/27/2007

Total Attachments: 2

source=2507-1110 LUNETTA Assignment#page1.tif

source=2507-1110 LUNETTA Assignment#page2.tif

ASSIGNMENT

THIS ASSIGNMENT is entered into this ___ day of December 2007 by and between PALM BAY IMPORTS, INC. ("ASSIGNOR") with offices located at 48 Harbor Park Drive, Port Washington, NY 11050, USA, and CAVIT CANTINA VITICOLTORI CONSORZIO CANTINE SOCIALI DEL TRENINO Società Cooperativa ("ASSIGNEE") with offices located at Via del Ponte, 31 - 38040 RAVINA (Prov. of TRENTO), Italy.

WITNESSETH

WHEREAS, ASSIGNOR is the sole and exclusive owner of the trademark registration No. 3320270 for the mark LUNETTA, filed on July 15, 2005 under application No. 78671219 and registered on October 23, 2007 (the "Trademark"), and further is the sole and exclusive owner of all business goodwill related therewith; and

WHEREAS, ASSIGNEE desires to acquire all rights, title and interest in and to the Trademark and all business goodwill related therewith;

NOW, THEREFORE, TO ALL-WHOM IT MAY CONCERN:

Be it known that in consideration of the payment by ASSIGNEE to ASSIGNOR of the sum of ONE DOLLAR (\$1.00) and other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby sells, assigns and transfers unto ASSIGNEE the full and exclusive entire right, title and interest in and to the Trademark, and the business goodwill associated therewith, including, without limitation, all renewals therefore, all proceeds therefore (including, but not limited to, all license royalties and proceeds of infringement suits), the right to sue for past, present and future infringements, and the good will of the business associated with and symbolized by the Trademark.

IN WITNESS THEREOF, this Assignment has been duly executed on
the day and year first above written.

PALM BAY IMPORTS, INC.

CAVIT CANTINA VITICOLTORI

CONSORZIO CANTINE SOCIALI

DEL TRENINO Società Cooperativa

By: 
Marc TAUB

By: 
Giacinto GIACOMINI

Title: RESIDENT

Title: D.G., General Manager

Date: 12/12/07

Date: 12-12-07