

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Arciero Wine Group, LLC		01/08/2008	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sapphire Wines, LLC		
<b>Street Address:</b>	381 Mallory Station Road, Ste 211		
<b>City:</b>	Franklin		
<b>State/Country:</b>	TENNESSEE		
<b>Postal Code:</b>	37067		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: DELAWARE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2725215	NOVELLA	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(707)255-6876		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	707-252-7122		
<b>Email:</b>	tmdept@dpf-law.com		
<b>Correspondent Name:</b>	J. Scott Gerien		
<b>Address Line 1:</b>	809 Coombs Street		
<b>Address Line 4:</b>	NAPA, CALIFORNIA 94559		
<b>ATTORNEY DOCKET NUMBER:</b>	ARC11-005		
<b>NAME OF SUBMITTER:</b>	J. Scott Gerien		
<b>Signature:</b>	/J. Scott Gerien/		
<b>Date:</b>	01/22/2008		

**CH \$40.00 2725215**

Total Attachments: 1  
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**ASSIGNMENT OF UNITED STATES TRADEMARK REGISTRATIONS**

Whereas, Arciero Wine Group, LLC, a Delaware limited liability company, with a principal business address of P. O. Box 1287, Paso Robles, California, 93447 (“Assignor”) owns the following mark in the United States which is registered in the U. S. Patent and Trademark Office:

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
NOVELLA	2,725,215	June 10, 2003

Whereas, Sapphire Wines, LLC, a Delaware limited liability company, with a principal business address of 381 Mallory Station Road, Suite 211, Franklin, Tennessee, 37067 (“Assignee”) is desirous of acquiring said U. S. mark and the U. S. registration thereof.

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to the said mark in the U. S., together with the goodwill of the business symbolized by the mark in the U. S. and the above identified U. S. registration thereof.

Dated: 01 08 08

Arciero Wine Group, LLC

By: 

Christopher Vix  
Director of Marketing