

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
Firestone Vineyard LLC		03/19/2008	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Grundoon LLC		
Street Address:	620 McMurray Road		
City:	Buellton		
State/Country:	CALIFORNIA		
Postal Code:	93427		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2148203	CURTIS	
Registration Number:	3192711	JARHEAD RED	
CORRESPONDENCE DATA			
Fax Number:	(310)203-0567		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	310-203-8080		
Email:	trademarkdocket@jmbm.com		
Correspondent Name:	Rod S. Berman		
Address Line 1:	Jeffer Mangels Butler & Marmaro LLP		
Address Line 2:	1900 Avenue of the Stars, 7th Floor		
Address Line 4:	Los Angeles, CALIFORNIA 90067		
ATTORNEY DOCKET NUMBER:	57086-0007/0016		
NAME OF SUBMITTER:	Rod S. Berman		
Signature:	/rod s. berman/		

CH \$65.00 2148203

Date:

03/19/2008

Total Attachments: 1

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TRADEMARK ASSIGNMENT

WHEREAS, FIRESTONE VINEYARD, LLC ("Assignor"), a California limited liability company, having its principal address at 5000 Zaca Station Road, Los Olivos, California 93441, is the record owner of U.S. Trademark Registration No. 2148203 for the mark CURTIS and U.S. Trademark Registration No. 3192711 for the mark JARHEAD RED (the "Marks") in connection with goods in International Class 33.

WHEREAS GRUNDOON LLC ("Assignee"), a California limited liability company, having its principal office at 620 McMurray Road, Buellton, California 93427 desires to acquire all of Assignor's rights, title and interest in and to the Marks.

NOW, THEREFORE, in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and convey to Assignee all of Assignor's right, title and interest in and to the Marks and the goodwill represented by the Marks.

IN WITNESS WHEREOF, the Assignor has executed this Assignment as of March 19, 2008.

FIRESTONE VINEYARD LLC
a California limited liability company

By: 
Adam B. Firestone, Manager