

**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>
Erich Russell		11/10/2008	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bronco Wine Company		
<b>Street Address:</b>	6342 Bystrum Road		
<b>City:</b>	Ceres		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95307		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2987793	WILD HARE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(617)951-7050		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(212) 596-9385		
<b>Email:</b>	nicholas.vogt@ropesgray.com, erin.dugan@ropesgray.com		
<b>Correspondent Name:</b>	Nicholas J. Vogt, Ropes & Gray LLP		
<b>Address Line 1:</b>	One International Place		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02110		
<b>ATTORNEY DOCKET NUMBER:</b>	BWIM-TIP		
<b>NAME OF SUBMITTER:</b>	Nicholas J. Vogt		
<b>Signature:</b>	/nicholas vogt/		
<b>Date:</b>	12/05/2008		

CH \$40.00 2987793

Total Attachments: 1  
source=WILD HARE Assignment#page1.tif

ASSIGNMENT OF U.S. TRADEMARK,  
U.S. TRADEMARK REGISTRATION, AND  
THE GOODWILL ASSOCIATED THEREWITH

WHEREAS, Erich Russell, an individual, having an address of 1172 San Marcos Road, Paso Robles, CALIFORNIA 93451 (Assignor"), has adopted, used and is using the following Mark which is registered in the U.S. Patent and Trademark Office as follows:

<u>MARK</u>	<u>REG. NO.</u>	<u>ISSUE DATE</u>
WILD HARE	2,987,793	August 23, 2005

WHEREAS, Bronco Wine Company, a corporation organized and existing under the laws of the State of California, having an address of 6342 Bystrum Road, Ceres, CALIFORNIA, 95307 ("Assignee"), is desirous of acquiring said Mark, the registration therefor, and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby convey, transfer, assign, deliver, and contribute unto Assignee all of Assignor's right, title, and interest of whatever kind in and to the Mark, together with: (1) the goodwill of the business relating to the products upon which the Mark is used and for which it is registered; (2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Mark; and (3) all rights to sue for past, present and future infringements or misappropriations of the Mark.

Assignor further covenants that he will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Mark, registration therefor, and the goodwill associated therewith.

ASSIGNOR:

November 10, 2008



Erich Russell, Owner