

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
LA FAMILLE DES GRANDS VINS ET SPIRITUEUX (FGVS)		06/18/2009	CORPORATION: FRANCE
RECEIVING PARTY DATA			
Name:	JEAN-CLAUDE BOISSET WINES USA, INC.		
Street Address:	2320 Marinship Way		
Internal Address:	Suite 140		
City:	Sausalito		
State/Country:	CALIFORNIA		
Postal Code:	94965		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77570860	CALIFORNIA RABBIT	
CORRESPONDENCE DATA			
Fax Number:	(415)457-2822		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
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Correspondent Name:	Anne Hiaring Hocking		
Address Line 1:	711 Grand Avenue, Suite 260		
Address Line 4:	San Rafael, CALIFORNIA 94901		
ATTORNEY DOCKET NUMBER:	CALIFORNIA RABBIT		
NAME OF SUBMITTER:	Anne Hiaring Hocking		
Signature:	/anne hiaring hocking/		

OP \$40.00 77570860

Date:

06/22/2009

Total Attachments: 2

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**ASSIGNMENT OF TRADEMARK
and TRADEMARK APPLICATION**

WHEREAS, LA FAMILLE DES GRANDS VINS ET SPIRITUEUX (FGVS) ("Assignor"), a French corporation with a principal place of business at Rue des Freres Montgolfier 21700, Nuits Saint Georges, France, is the owner of the following trademark that is the subject of application with the United States Patent and Trademark Office (the "Mark"):

<u>Mark</u>	<u>Appln.No.</u>	<u>Appln.Date</u>
CALIFORNIA RABBIT	77/570,860	2008-9-16

and


WHEREAS, JEAN-CLAUDE BOISSET WINES USA, INC. ("Assignee"), a French corporation with a principal place of business at 2320 Marinship Way, Suite 140, Sausalito, California 94965, United States, has acquired that portion of the goodwill of the business of Assignor associated with the Mark, including the intent-to-use application, has a bona fide intent to use the mark, and is the successor in interest to that portion of business of the Assignor to which the mark pertains pursuant to Section 10 of the Lanham Act, 15 U.S.C. 1060.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Mark, together with the goodwill of that portion of the business to which the Mark applies, and the application for registration therefor.

The record of this assignment shall be entered in the records of the United States Patent and Trademark Office.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed on the date below written.

~~LA FAMILLE DES GRANDS VINS ET SPIRITUEUX (FGVS)~~



[Signature]

Dated: 18th June 2009

By: Gilles Seguin
[Typed Name]

Its: Directeur Général
[Title]