

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	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>
Bronco Wine Company		04/01/2009	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Panther Rock Wine Company, LLC		
<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>	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
Registration Number:	2987793	WILD HARE	
<b>CORRESPONDENCE DATA</b>			
Fax Number:	(617)235-9493		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	212-596-9000		
Email:	trademarks@ropesgray.com		
Correspondent Name:	Erica M. Fischer, Ropes & Gray LLP		
Address Line 1:	1211 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	BWIM-TIP WILD HARE		
NAME OF SUBMITTER:	Erica M. Fischer		
Signature:	/Erica M. Fischer/		
Date:	02/12/2010		

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Total Attachments: 2  
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**TRADE MARK ASSIGNMENT**  
USPTO Registration Number 2987793

WHEREAS, BRONCO WINE COMPANY, a California corporation, having an address at 6342 Bystrum Road, Ceres, California 95307 ("Assignor"), is the owner of the trade mark WILD HARE for wine and the United States Registration Number 2987793 (the "Trade Mark");

WHEREAS, Assignor and PANTHER ROCK WINE COMPANY, LLC, a California limited liability company, having an address at 6342 Bystrum Road, Ceres, California 95307 ("Assignee"), have executed that certain Trade Mark Purchase Agreement of even date herewith (the "Purchase Agreement"); and

WHEREAS, pursuant to the terms of the Purchase Agreement, Assignor desires to assign and Assignee desires to receive all of the right, title and interest in and to the Trade Mark.

NOW THEREFORE, for the consideration set forth in the Purchase Agreement, and other good and valuable consideration, the receipts and sufficiency of which is hereby acknowledged, Assignor hereby sells, transfers, assigns and sets over unto Assignee, its successors and assigns, the following:

- (a) All rights, title and interest held by Assignor in and to the Trade Mark;
- (b) The goodwill of the business connected with the use of and symbolized by the Trade Mark; and
- (c) All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present, or future infringement of said Trade Mark or injury to said goodwill, together with the right to sue or recover the same in the name of Assignor.

Assignor agrees to execute and deliver at the request of Assignee all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may request in order to vest all of the right, title, and interest in and to the Trade Mark in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

Executed: April 1, 2009.

ASSIGNOR:

BRONCO WINE COMPANY

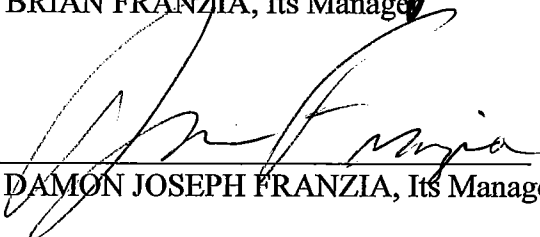
By: \_\_\_\_\_

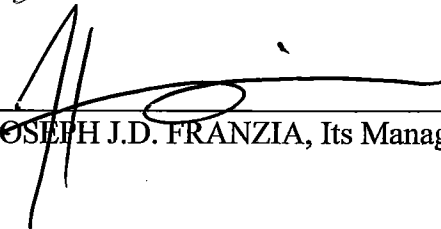
FRED T. FRANZIA, Chief Executive Officer

ASSIGNEE:

PANTHER ROCK WINE COMPANY, LLC

By:   
BRIAN FRANZIA, Its Manager

By:   
DAMON JOSEPH FRANZIA, Its Manager

By:   
JOSEPH J.D. FRANZIA, Its Manager

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