

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
LW WINE PARTNERS		11/11/2009	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	PF WINE COMPANY		
Street Address:	585 FIRST STREET WEST		
City:	SONOMA		
State/Country:	CALIFORNIA		
Postal Code:	95476		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	75528957	L'ATTITUDE 39	
CORRESPONDENCE DATA			
Fax Number:	(312)224-1510		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	3122241500		
Email:	sdale@vaneklaw.com		
Correspondent Name:	Sarah Dale/Vanek Vickers & Masini, PC		
Address Line 1:	111 South Wacker Drive		
Address Line 2:	Suite 4050		
Address Line 4:	Chicago, ILLINOIS 60606		
ATTORNEY DOCKET NUMBER:	09-0054		
NAME OF SUBMITTER:	SARAH E. DALE		
Signature:	/SED/		

OP \$40.00 75528957

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**TRADEMARK
 REEL: 004151 FRAME: 0697**

Date:

02/18/2010

Total Attachments: 1

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ASSIGNMENT OF TRADEMARKS AND GOODWILL

This assignment of Trademarks and Good Will (hereinafter "Assignment"), is made effective as of the 11th day of NOV, 2007, by and between LW WINE PARTNERS, a California Company, having a place of business at 585 First Street West, Sonoma, California 95476 (hereinafter "Assignor") and PF WINE COMPANY, a California Company, having a place of business at 585 First Street West, Sonoma, California 95476 (hereinafter "Assignee").

WHEREAS, Assignor is are the owner of common law rights and one trademark registration for the mark L'ATTITUDE 39, including registration no. 2,983,402 with the United States Patent and Trademark Office, which relate to wine (hereinafter referred to as "the Mark");

WHEREAS, Assignee desires to acquire any and all rights that Assignor may have in and to the Mark and the registration therefore, together with all of the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark, along with the right to recover for damages and profits for past, present and future infringement, dilution or misappropriation thereof;

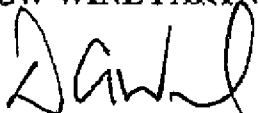
NOW THEREFORE, for consideration in the sum of \$10,000.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign unto Assignee all right, title and interest in and to the Mark and the U.S. registration therefore throughout the United States together with the goodwill of the business in connection with which the Mark is used and which is symbolized by the Mark, along with all causes of action (either in law or in equity), and the right to sue, counterclaim, and recover for past, present, and future infringement, dilution or misappropriation of the Mark, and all rights corresponding thereto throughout the United States.

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

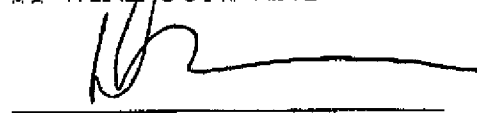
This assignment may be executed in any number of counterparts, all of which taken together shall constitute one and the same instrument and any of the parties hereto may execute this agreement by signing any such counterpart.

IN WITNESS THEREOF, the parties have caused this Assignment to be duly executed s of the date first hereinabove written.

LW WINE PARTNERS



PF WINE COMPANY



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