

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
Sonoma Wine Company		03/10/2010	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Purple Wine Company		
Street Address:	9119 Graton Rd		
City:	Graton		
State/Country:	CALIFORNIA		
Postal Code:	95444		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77806881	ROCK RABBIT	
CORRESPONDENCE DATA			
Fax Number:	(415)391-6493		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	415-391-6490		
Email:	kit@commins.com		
Correspondent Name:	Kit Knudsen		
Address Line 1:	400 Montgomery Street		
Address Line 2:	Suite 200		
Address Line 4:	San Francisco, CALIFORNIA 94104		
ATTORNEY DOCKET NUMBER:	PWC		
NAME OF SUBMITTER:	Kit Knudsen		
Signature:	/Kit Knudsen/		

OP \$40.00 77806881

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**TRADEMARK
 REEL: 004172 FRAME: 0767**

Date:

03/23/2010

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK

This Assignment of Trademark ("Assignment") is made as of this 10 day of March, 2010, by Sonoma Wine Company, LLC, a limited liability company formed under the laws of the State of California (Assignor), in favor of Purple Wine Company, LLC, a limited liability company formed under the laws of the State of California (Assignee).

RECITALS

WHEREAS, Assignor is the owner of the following Trademark application therefor;

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>App. Ser. No.</u>	<u>Filing Date</u>
Rock Rabbit			77806881	August 18, 2009

and, WHEREAS, the Assignor desires to assign, and Assignee desires to receive, all right, title and interest in and to the Trademark for good and valuable consideration receipt of which is hereby acknowledged;

NOW THEREFORE, Assignor hereby assigns to Assignee, its successors and assigns, all of its right, title, and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark.

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

SONOMA WINE COMPANY, LLC

By: 

Name: Lisa Ehrlich

Title: DIVISION PRESIDENT

PURPLE WINE COMPANY, LLC

By: 

Name: Dennis Carroll

Title: PRESIDENT
