

**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>
Purple Wine Company		03/10/2010	LIMITED LIABILITY COMPANY: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Sonoma Wine Company		
<b>Street Address:</b>	9119 Graton Rd		
<b>City:</b>	Graton		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95444		
<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:	3752727	WHEELHOUSE	
<b>CORRESPONDENCE DATA</b>			
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:	SWC		
NAME OF SUBMITTER:	Kit Knudsen		
Signature:	/Kit Knudsen/		

OP \$40.00 3752727

**900157861**

**TRADEMARK  
 REEL: 004172 FRAME: 0774**

Date:

03/23/2010

Total Attachments: 1

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**ASSIGNMENT OF TRADEMARK**

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

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>App. Ser. No.</u>	<u>Filing Date</u>
Wheelhouse	3752727	2/23/2010	77290708	9/27/2007

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.

PURPLE WINE COMPANY, LLC

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

Name: Dennis Carroll

Title: PRESIDENT

SONOMA WINE COMPANY, LLC

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

Name: Lisa Ehrlich

Title: DIVISION PRESIDENT