

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		05/21/2010	LIMITED LIABILITY COMPANY: CALIFORNIA

RECEIVING PARTY DATA

Name:	Purple Wine Production Company
Doing Business As:	DBA Sonoma Wine Company
Street Address:	9119 Graton Rd
City:	Graton
State/Country:	CALIFORNIA
Postal Code:	95444
Entity Type:	CORPORATION: CALIFORNIA

PROPERTY NUMBERS Total: 30

Property Type	Number	Word Mark
Registration Number:	3225851	MARLO
Registration Number:	2333054	MARC CELLARS
Serial Number:	77960912	MAIN & GEARY
Registration Number:	3640353	LUCKY STAR
Serial Number:	77718939	LARA
Serial Number:	77961596	KUMBAYA
Serial Number:	77718973	KUMBAYA
Registration Number:	3451407	HURRAH! SURRAH!
Serial Number:	77518472	HALLBERG - 1947 -
Registration Number:	2329871	GISELLE
Registration Number:	2333055	FOXTAIL VINEYARDS & WINERY
Serial Number:	85004477	FILIGREE
Registration Number:	3562572	EVERYTHING'S COMING UP ROSÉ

OP \$765.00 3225851

900162946

**TRADEMARK
 REEL: 004212 FRAME: 0001**

Registration Number:	3655644	DONOVAN-PARKE
Registration Number:	3655765	COOPER STATION
Serial Number:	77940663	CONCOCTION
Serial Number:	77408255	BLUE HOUR
Registration Number:	3541909	BELLA RAGAZZA PINOT GRIGIO CALIFORNIA 2004
Registration Number:	3234905	AZURE CREEK
Registration Number:	3389850	AXIS
Serial Number:	77718905	ASTERIK
Serial Number:	77718885	AMULET
Serial Number:	77718875	PINER CROSSING
Registration Number:	2994754	RANDALL MONROE
Registration Number:	2321946	ROSE VALLEY VINEYARDS & WINERY
Registration Number:	3389927	SHILOH ROAD
Serial Number:	77718986	TWIRL
Registration Number:	3752727	WHEELHOUSE
Serial Number:	77844251	WHEELHOUSE
Serial Number:	77844321	WHEELHOUSE WINE CELLARS

CORRESPONDENCE DATA

Fax Number: (415)391-6493
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
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 TO PWPC
NAME OF SUBMITTER:	Kit Knudsen
Signature:	/Kit Knudsen/
Date:	05/24/2010

Total Attachments: 30
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source=Everything's Coming Up Rose Assignment to PWPC 5.21.10#page1.tif
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source=Foxtail Vineyards Assignment to PWPC 5.21.10#page1.tif
source=Giselle Assignment to PWPC 5.21.10#page1.tif
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source=Main & Geary Assignment to PWPC 5.21.10#page1.tif
source=Lucky Star Assignment to PWPC 5.21.10#page1.tif
source=Marc Cellars Assignment to PWPC 5.21.10#page1.tif
source=Piner Crossing Assignment to PWPC 5.21.10#page1.tif
source=Randall Monroe Assignment to PWPC 5.21.10#page1.tif
source=Rose Valley Winery Assignment to PWPC 5.21.10#page1.tif
source=Shiloh Road Assignment to PWPC 5.21.10#page1.tif
source=Twirl Assignment to PWPC 5.21.10#page1.tif
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source=Wheelhouse Assignment (Class 33) to PWPC 5.21.10#page1.tif
source=Wheelhouse Wine Cellars Assignment to PWPC 5.21.10#page1.tif
source=Marlo Assignment to PWPC 5.21.10#page1.tif

ASSIGNMENT OF TRADEMARK

This Assignment of Trademark ("Assignment") is made as of this 21 day of May, 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 Production 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>
AMULET			77718885	4/21/2009

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: _____

PURPLE WINE PRODUCTION COMPANY

By: 

Name: Dennis Carroll

Title: _____

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<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>App. Ser. No.</u>	<u>Filing Date</u>
ASTERIK			77718905	4/21/2009

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;

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Name: Lisa Ehrlich

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AXIS	3389850	2/26/2008	78641690	6/1/2005

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;

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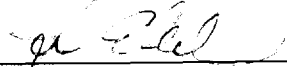
<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>App. Ser. No.</u>	<u>Filing Date</u>
AZURE CREEK	3234905	4/24/2007	78646789	6/8/2005

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BELLA RAGAZZA PINOT GREGIO CALIFORNIA 2004	3541909	12/2/2008	78773289	12/14/2005

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;

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BLUE HOUR			77408255	2/28/2008

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;

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CONCOCTION			77940663	2/20/2010

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COOPER STATION	3655765	7/14/2009	77536481	7/31/2008

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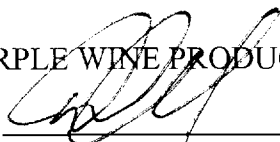
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DONOVAN- PARKE	3655644	7/14/2009	77461443	4/30/2008

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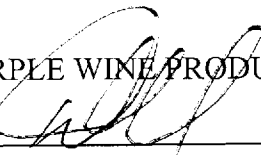
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EVERYTHING'S COMING UP ROSÉ	3562572	1/13/2009	78803741	1/31/2006

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;

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FILIGREE			85004477	4/1/2010

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FOXTAIL VINEYARDS AND WINERY	2333055	3/21/2000	75722495	6/7/1999

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;

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GISELLE	2329871	3/14/2000	75722493	6/7/1999

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TRADEMARK

REEL: 004212 FRAME: 0016

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HALLBERG - 1947 -			77518472	7/9/2008

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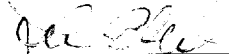
<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>App. Ser. No.</u>	<u>Filing Date</u>
HURRAH! SURRAH!	3451407	6/17/2008	78941708	7/31/2006

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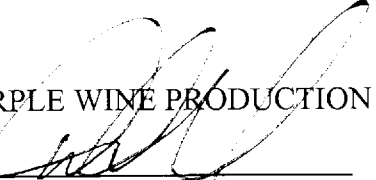
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KUMBAYA			77961596	3/17/2010

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<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>App. Ser. No.</u>	<u>Filing Date</u>
KUMBAYA			77718973	4/21/2009

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: _____

PURPLE WINE PRODUCTION COMPANY

By: 

Name: Dennis Carroll

Title: _____

ASSIGNMENT OF TRADEMARK

This Assignment of Trademark ("Assignment") is made as of this 21 day of May, 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 Production 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>
LARA			77718939	4/21/2009

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;

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<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>App. Ser. No.</u>	<u>Filing Date</u>
MAIN & GEARY			77960912	3/17/2010

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;

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<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>App. Ser. No.</u>	<u>Filing Date</u>
LUCKY STAR	3640353	6/16/2009	77249471	8/7/2007

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;

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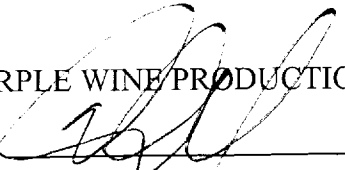
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<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>App. Ser. No.</u>	<u>Filing Date</u>
MARC CELLARS	2333054	3/21/2000	75722494	6/7/1999

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;

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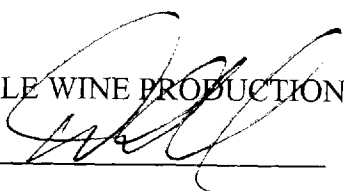
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<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>App. Ser. No.</u>	<u>Filing Date</u>
PINER CROSSING			77718875	4/21/2009

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;

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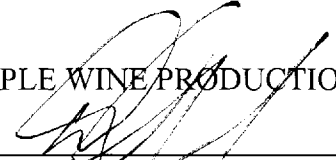
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<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>App. Ser. No.</u>	<u>Filing Date</u>
RANDALL MONROE	2994754	9/13/2005	78424908	5/25/2004

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;

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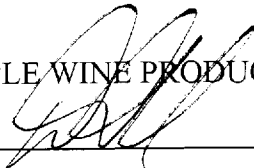
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ROSE VALLEY VINEYARDS & WINERY	2321946	2/22/2000	75696756	5/3/1999

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SHILOH ROAD	3389927	2/26/2008	78747706	11/4/2005

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<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>App. Ser. No.</u>	<u>Filing Date</u>
TWIRL			77718986	4/21/2009

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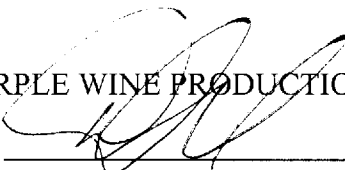
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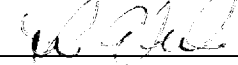
<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>App. Ser. No.</u>	<u>Filing Date</u>
WHEELHOUSE			77844251	10/8/2009

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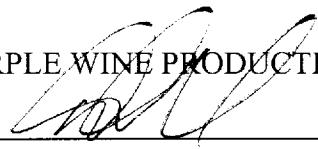
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<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>App. Ser. No.</u>	<u>Filing Date</u>
WHEELHOUSE	3752727	2/23/2010	77290708	9/27/2007

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;

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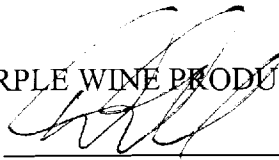
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WHEELHOUSE WINE CELLARS			77844321	10/8/2009

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MARLO	3225851	4/3/2007	78641694	6/1/2005

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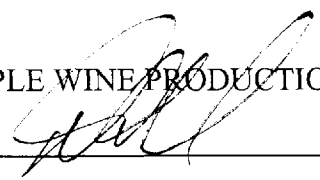
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