

**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>
Popcorn Design, LLC		07/01/2010	California: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Beverage Alcohol Consultants, Inc..		
<b>Street Address:</b>	8203 Main Street, Suite 13		
<b>City:</b>	Williamsville		
<b>State/Country:</b>	NEW YORK		
<b>Postal Code:</b>	14221-6051		
<b>Entity Type:</b>	CORPORATION: NEW YORK		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	77791545	SPICE BLOCK	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(707)526-4707		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	707.526.4200		
<b>Email:</b>	jmbehmke@cmprlaw.com		
<b>Correspondent Name:</b>	Jay M. Behmke		
<b>Address Line 1:</b>	100 B Street Suite 400		
<b>Address Line 4:</b>	Santa Rosa, CALIFORNIA 95401-6376		
<b>ATTORNEY DOCKET NUMBER:</b>	6834.1 SPICE BLOCK		
<b>NAME OF SUBMITTER:</b>	Jay M. Behmke		
<b>Signature:</b>	/jmb160603/		
<b>Date:</b>	08/18/2010		

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Total Attachments: 1  
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**TRADEMARK**  
**REEL: 004262 FRAME: 0971**

**TRADEMARK APPLICATION ASSIGNMENT**

USPTO Serial Number 77/791,545

WHEREAS, POPCORN DESIGN, LLC, a California limited liability company, having an address at 824 A Healdsburg Avenue, Healdsburg, CA 95448, ("Assignor"), has intended to use the mark SPICE BLOCK for wines (the "Trade Mark") in interstate commerce and has filed an application with the United States Patent and Trademark office on July 28, 2009, based on its bona fide intent to use such mark in commerce, which application has been given Serial No. 77/791,545 but has not yet filed an allegation of use of the mark under Section 1(c) or 1(d) of the Trademark Act (15 USC § 1051(c) or (d));

WHEREAS, Assignor desires to assign and Beverage Alcohol Consultants, Inc., a New York corporation, having an address at 8203 Main Street, Suite 13, Williamsville, NY 14221-6051, ("Assignee"), desire to receive all of the right, title and interest in and to the Trade Mark and the entire business or portion thereof to which the Trade Mark pertains as required by Section 10 of the Trademark Act (15 USC § 1060).

NOW THEREFORE, for the sum of seven hundred sixty-two and 50/100 dollars (\$762.50), the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, transfers, assigns and sets over unto Assignee, its successors and assigns, the Trade Mark in the above identified application as part of the entire business or portion thereof to which the Trade Mark pertains as required by Section 10 of the Trademark Act (15 USC § 1060).

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.

This assignment is effective as of July 1, 2010.

ASSIGNOR:

POPCORN DESIGN, LLC

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

Name: \_\_\_\_\_

Its: \_\_\_\_\_

Date: \_\_\_\_\_

*Jay M. Behmke*  
JAY M. BEHMKE

MANAGER

7/1/10

ASSIGNEE:

BEVERAGE ALCOHOL CONSULTANTS,  
INC.

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

Name: \_\_\_\_\_

Its: \_\_\_\_\_

Date: \_\_\_\_\_