

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
Tequilas Rancho Viejo S.A. DE C.V.		09/15/2010	COMPANY: MEXICO
RECEIVING PARTY DATA			
Name:	Rebel Wine Co., LLC		
Street Address:	100 St. Helena Highway South		
Internal Address:	P.O. Box 248		
City:	St. Helena		
State/Country:	CALIFORNIA		
Postal Code:	94575		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3340854	EL BANDIDO NEGRO	
CORRESPONDENCE DATA			
Fax Number:	(707)255-6876		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	707-252-7122		
Email:	tmdept@dpf-law.com		
Correspondent Name:	J. Scott Gerien		
Address Line 1:	809 Coombs Street		
Address Line 4:	Napa, CALIFORNIA 94559		
ATTORNEY DOCKET NUMBER:	SUTT1-878		
NAME OF SUBMITTER:	J. Scott Gerien		
Signature:	/J. Scott Gerien/		

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 REEL: 004294 FRAME: 0895**

Date:

10/12/2010

Total Attachments: 1
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ASSIGNMENT OF UNITED STATES TRADEMARK REGISTRATION

WHEREAS, Tequilas Rancho Viejo S.A. DE C.V, a Mexican company, having a principal place of business at Matamoros 448 Local D-2 Col. Comercial del Sur, Tepatitlan, Jalisco, Mexico, CP47655 ("Assignors"), owns, by assignment of all rights (assignment recorded at Reel 004277 Frame 0931), the following United States Trademark Registration:

<u>Trademark</u>	<u>Registration. No.</u>	<u>Issue Date</u>
EL BANDIDO NEGRO	3,340,854	Nov. 20, 2007

Whereas, Rebel Wine Co., LLC, a California limited liability company with a principal place of business at P.O. Box 248, 100 St. Helena Highway South, St. Helena, CA 94574 ("Assignee") is desirous of acquiring said mark and the U.S. trademark registration thereof;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignors hereby assign unto said Assignee all right, title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark and the above identified U.S. trademark registration thereof.

Tequilas Rancho Viejo S.A. DE C.V

Dated: 18/SEP/10

By: Jose de Jesus Acéves Padilla

Title: Chief Executive Officer