

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
The Wine Group LLC			11/16/2010
		Entity Type	
		LIMITED LIABILITY COMPANY: CALIFORNIA	
RECEIVING PARTY DATA			
Name:		Golden State Vintners	
Street Address:		4596 S. Tracy Boulevard	
City:		Tracy	
State/Country:		CALIFORNIA	
Postal Code:		95377	
Entity Type:		CORPORATION: CALIFORNIA	
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Serial Number:	85104426	FLIP FLOP	
Serial Number:	85104432	FLIP FLOP	
CORRESPONDENCE DATA			
Fax Number:		(415)677-6262	
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Phone:		4154341600	
Email:		trademark@howardrice.com	
Correspondent Name:		HOWARD RICE NEMEROVSKI CANADY FALK & RAB	
Address Line 1:		3 Embarcadero Center, 7th Floor	
Address Line 2:		attn: Deborah Davis Han	
Address Line 4:		San Francisco, CALIFORNIA 94111-4024	
ATTORNEY DOCKET NUMBER:		40259.998&999	
NAME OF SUBMITTER:		Deborah Davis Han	
Signature:		/DDH_dch/	

CH \$65.00 85104426

Date:

11/17/2010

Total Attachments: 1

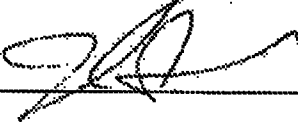
source=Assign - TWG to GSV (FLIP FLOP)#page1.tif

Trademark Assignment

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, The Wine Group LLC does hereby assign and transfer to Golden State Vintners all right, title, and interest in and to the mark Flip Flop and the corresponding applications of the same, United States Trademark Serial Nos. 85104432 and 85104426 (the "Mark"), together with the goodwill of the business symbolized by the Mark.

This assignment is dated and effective as of November 16, 2010.

THE WINE GROUP LLC,
a Delaware limited liability company

By:  _____

Name: John Sutton

Title: vice President and General Counsel