

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
Paterno Imports, Ltd., d/b/a Terlato Wines International		12/23/2010	CORPORATION: ILLINOIS
RECEIVING PARTY DATA			
Name:	Bravo Media LLC		
Street Address:	30 Rockefeller Plaza		
City:	New York		
State/Country:	NEW YORK		
Postal Code:	10112		
Entity Type:	LIMITED LIABILITY COMPANY: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3887256	QUICKFIRE	
CORRESPONDENCE DATA			
Fax Number:	(212)894-5590		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Email:	jessica.garrett@kattenlaw.com		
Correspondent Name:	Jessica Garrett		
Address Line 1:	575 Madison Avenue		
Address Line 2:	Katten Muchin Rosenman LLP		
Address Line 4:	New York, NEW YORK 10022-2585		
ATTORNEY DOCKET NUMBER:	213234-00026		
NAME OF SUBMITTER:	Jessica M. Garrett		
Signature:	/Jessica M. Garrett/		
Date:	01/10/2011		

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Total Attachments: 1
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U.S. TRADEMARK ASSIGNMENT

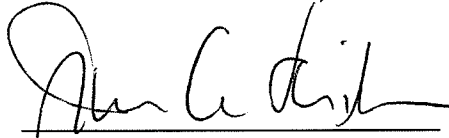
WHEREAS, Paterno Imports, Ltd., d/b/a Terlato Wines International, a corporation organized and existing under the laws of the State of Illinois, having an address of 900 Armour Drive, Lake Bluff, Illinois 60044 ("Assignor"), is the owner of U.S. Trademark Registration No. 3,887,256 for the word mark QUICKFIRE (the "Mark"); and

WHEREAS, Bravo Media LLC, a limited liability company organized and existing under the laws of the State of New York, having an address at 30 Rockefeller Plaza, New York, New York 10112 ("Assignee"), is desirous of confirming its ownership of the Mark and acquiring all right, title and interest in the Mark, the business appurtenant thereto and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns and transfers to Assignee all of Assignor's right, title and interest in and to the Mark, together with the business appurtenant thereto and goodwill of the business symbolized by such Mark, and the right to sue for and take action with respect to past infringements.

IN WITNESS WHEREOF, Assignor has signed this Assignment this 23RD day of December, 2010.

PATERNO IMPORTS, LTD.



By: JOHN A. SCRIBNER

Title: SENIOR VICE PRESIDENT