

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
Scheid Vineyards Inc.		01/24/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Scheid Vineyards California Inc.		
Street Address:	305 Hilltown Road		
City:	Salinas		
State/Country:	CALIFORNIA		
Postal Code:	93908		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3824749	ODD LOT	
Registration Number:	3530769	IT IS THE GRAPES	
Registration Number:	3530785		
Registration Number:	3530779		
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:	SCHE5-008		
NAME OF SUBMITTER:	J. Scott Gerien		

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**TRADEMARK
 REEL: 004460 FRAME: 0406**

Signature:	/J. Scott Gerien/
Date:	01/25/2011
Total Attachments: 1 source=Assignment of Trademark Registration#page1.tif	

ASSIGNMENT OF UNITED STATES TRADEMARK REGISTRATION

Whereas, Scheid Vineyards Inc., a Delaware corporation, with a principal business address of 305 Hilltown Road, California 93908 (“Assignor”) owns the following marks in the United States which are registered in the U. S. Patent and Trademark Office:

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
ODD LOT	3,824,749	July 27, 2010
IT IS THE GRAPES	3,530,769	November 11, 2008
Design (Vin Man – class 33)	3,530,785	November 11, 2008
Design (Vin Man – class 31)	3,530,779	November 11, 2008

Whereas, Scheid Vineyards California Inc., a California corporation, with a principal business address of 305 Hilltown Road, California 93908 (“Assignee”) is desirous of acquiring said U. S. marks and the U. S. registrations thereof;

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

Dated: 1/24/11

Scheid Vineyards Inc.

Heidi M. Scheid

Heidi M. Scheid, Senior Vice President

(Name and Title)