



02/09/2011

U.S. DEPARTMENT OF COMMERCE
Patent and Trademark Office



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To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

1. Name of conveying party(ies):

2-7-11

New Vavia, Inc

- Individual(s)
- General Partnership
- Corporation- State: Virginia
- Other
- Association
- Limited Partnership

Citizenship (see guidelines)

Additional names of conveying parties attached? Yes No

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Prince Michel, LLC

Internal

Address:

Street Address: 154 Winery Ln.

City: Leon

State: VA

Country: USA Zip: 22725

- Association Citizenship
- General Partnership Citizenship
- Limited Partnership Citizenship
- Corporation Citizenship USA / Virginia
- Other Citizenship

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

3. Nature of conveyance / Execution Date(s) :

Execution Date(s) 7/8/2005

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

74 218104

B. Trademark Registration No.(s)

175 2801

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

Prince Michel de Virginia - wordmark Reg. Date 2/16/1993

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Kristin S. Holzman

Internal Address:

Street Address: 154 Winery Lane

City: Leon

State: VA Zip: 22725

Phone Number: (540) 547-3707

Fax Number: (540) 547-3088

Email Address: kholzman@princemichel.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40

- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

02/09/2011 TWASHING 00000006 74218104
Deposit Account Number
01 FC:8521
Authorized User Name 40.00

9. Signature:

Kristin S. Holzman
Signature

2-9-11

Date

Kristin S. Holzman
Name of Person Signing

Total number of pages including cover sheet, attachments, and document: 2

Documents to be recorded (including cover sheet) should be faxed to (571) 273-0140, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

ASSIGNMENT

WHEREAS, NEW VAVIN, INC., whose post office address appears below (hereinafter referred to as ASSIGNOR) has adopted, used and is using the trademarks/servicemarks and trade names that are enumerated in Exhibit A, attached hereto, which are registered in the U.S. Patent and Trademark Office, or for which applications for federal registration have been filed at the U.S. Patent and Trademark Office, or which has been in continuous common law usage in the United States, together with the goodwill of the business symbolized and/or represented thereby (hereinafter referred to as THE TRADEMARKS);

WHEREAS, PRINCE MICHEL, LLC, whose post office address is 2567 Ivy Creek Farm Road Charlottesville, Virginia 22903 (hereinafter referred to as ASSIGNEE), is desirous of acquiring the entire right, title and interest in and to the same in the United States;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, we, ASSIGNOR, by these presents do sell, assign and transfer unto said ASSIGNEE the entire right, title and interest in and to said trademarks and any variations thereof throughout the United States of America, together with the goodwill of the business symbolized and/or represented thereby.

ASSIGNOR hereby authorizes and requests the Commissioner of Patents and Trademarks to issue any and all United States Trademark Registrations referred to above to ASSIGNEE of the entire right, title and interest in and to the same, for ASSIGNEE'S sole use and behoove; and for the use and behoove of ASSIGNEE'S legal representatives and successors, to the full end of the term for which such Registrations may be granted, as fully and entirely as the same would have been held by ASSIGNOR had this assignment and sale not been made.

THIS ASSIGNMENT expressly includes the right of the ASSIGNEE to sue for past infringement.

FOR ASSIGNOR

NAME: MARTIN LANDALUCE
NEW VAVIN, Inc.
154 Winery Lane
Leon, Virginia 22225

Martin Landaluce
Signature
7-8-2005
Date

State of Virginia)
City of Charlottesville) SS.
County of Charlottesville)

On this 8 day of July, 2005, before me appeared Martin Landaluce, Secretary, the person who signed this instrument, acknowledged that she signed it as a free act on behalf of the identified organization with authority to do so.

[Signature]
(Signature of notary public)

My Commission Expires: 12/31/07