

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
Treasury Wine Estates Americas Company		09/22/2010	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Newman Wine and Spirits, LP		
Street Address:	Four Tower Bridge - 200 Barr Harbor Drive		
Internal Address:	Suite 400		
City:	West Conshohocken		
State/Country:	PENNSYLVANIA		
Postal Code:	19428		
Entity Type:	LIMITED PARTNERSHIP: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85104869	MOCKINGBIRD HILL	
CORRESPONDENCE DATA			
Fax Number:	(301)575-0335		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	301-575-0302		
Email:	jwachs@offitkurman.com		
Correspondent Name:	Jonathan R. Wachs		
Address Line 1:	8171 Maple Lawn Boulevard		
Address Line 2:	Suite 200		
Address Line 4:	Maple Lawn, MARYLAND 20759		
ATTORNEY DOCKET NUMBER:	NEWMAN		
NAME OF SUBMITTER:	Jonathan R. Wachs		
Signature:	/Jonathan R. Wachs/		

CH \$40.00 85104869

900196645

TRADEMARK
 REEL: 004579 FRAME: 0631

Date:

07/11/2011

Total Attachments: 5

source=Trademark Assignment - MOCKINGBIRD HILL#page1.tif

source=Trademark Assignment - MOCKINGBIRD HILL#page2.tif

source=Trademark Assignment - MOCKINGBIRD HILL#page3.tif

source=Trademark Assignment - MOCKINGBIRD HILL#page4.tif

source=Trademark Assignment - MOCKINGBIRD HILL#page5.tif



TREASURY
WINE ESTATES

September 22, 2010

Jonathan H. Newman
Newman Wine and Spirits, LP
Four Tower Bridge
200 Barr Harbor Drive, Suite 400
West Conshohocken, PA 19428

VIA First Class U.S. Mail

Re: MOCKINGBIRD HILL

Dear Mr. Newman,

Enclosed please find the signed and executed Trademark Sale and Assignment Agreement for the MOCKINGBIRD HILL trademark registration application. If you should have any questions regarding the enclosed, please contact me directly at lucy.hoff@am.fostersgroup.com or (707) 259-4590.

Kind regards,

Lucy Hoff
Staff Attorney

Encl.

TRADEMARK SALE AGREEMENT

This is an Agreement between Treasury Wine Estates Americas Company ("Treasury"), a Delaware corporation with a business address of 600 Airpark Road, Napa, California 94558, and Newman Wine and Spirits, LP ("Newman"), a Delaware limited partnership with a business address of Four Tower Bridge, 200 Barr Harbor Drive, Suite 400, W. Conshohocken, Pennsylvania, 19428.

WHEREAS, Treasury has filed an application with the United States Patent and Trademark Office for registration, on the Principal Register, of the trademark MOCKINGBIRD HILL for wine, and has further received from the United States Patent and Trademark Office Serial Number 85104869 for this application; and

WHEREAS, Newman is desirous of obtaining all right, title and interest in the pending trademark registration application for MOCKINGBIRD HILL and Serial Number 85104869.


NOW, THEREFORE, in consideration of the mutual covenants and promises herein, the receipt of which is hereby acknowledged, the parties agree as follows:

1. Treasury agrees to transfer all right, title, and interest in the pending trademark registration application to Newman and to execute a formal Assignment of the trademark and pending trademark registration application, in the form set forth as Exhibit A to this Agreement.
2. In consideration of the foregoing, Norman will remit to Treasury the amount of \$1.00, by check, within five (5) business days from the date Norman receives the executed Assignment in the form set forth as Exhibit A to this

agreement. The executed Assignment will be sent to Newman at the business address listed above.

3. This agreement constitutes the entire agreement between the parties hereto.

TREASURY WINE ESTATES AMERICAS COMPANY

By: 
Name: DOUGLAS W. ROBERTS
Title: VICE PRESIDENT
Date: 9/22/2010

NEWMAN WINE AND SPIRITS, LP

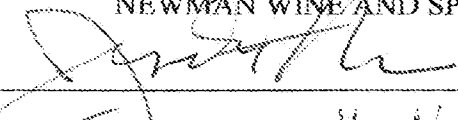
By: 
Name: JONATHAN H. NEWMAN
Title: CEO / CHAIRMAN
Date: 9/15/10

EXHIBIT A

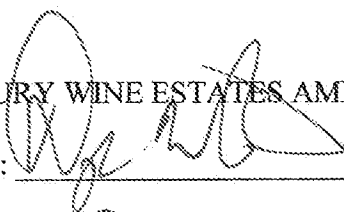
ASSIGNMENT

WHEREAS, Treasury Wine Estates Americas Company, a Delaware corporation with a business address of 600 Airpark Road, Napa, California 94558, has filed an application with the United States Patent and Trademark Office for registration, on the Principal Register, of the trademark MOCKINGBIRD HILL for wine, and has received from the United States Patent and Trademark Office Serial Number 85104869 for this application; and

WHEREAS, Newman Wine and Spirits, LP, a Delaware limited partnership with a business address of Four Tower Bridge, 200 Barr Harbor Drive, Suite 400, W. Conshohocken, Pennsylvania, 19428, is desirous of acquiring all right, title, and interest, in the pending trademark registration application for MOCKINGBIRD HILL and Serial Number 85104869.

NOW, THEREFORE, in exchange for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the pending trademark registration application for MOCKINGBIRD HILL and U.S. Trademark Serial Number 85104869, together with the goodwill associated therewith.

TREASURY WINE ESTATES AMERICAS COMPANY

By:  _____

Name: DOUGLAS W. ROBERTS

Title: VICE PRESIDENT

Date: 9/22/2010

NEWMAN WINE & SPIRITS LLP
FOUR TOWNS BRIDGE
300 BARR HARBOR DR STE 400
W CONSHOHOCKEN, PA 19028

1658

88-21526 0304

DATE

9/15/10

PAY
TO THE
ORDER OF

Treasury Wine Estates Americas Co. \$ 1.00

The Dalby Co.

DOLLARS



COMMAND ASSET PROGRAM

Wachovia Bank, a division of Wells Fargo Bank, N.A.

CODE



[Handwritten Signature]

FOR

Mockingbird Hill

⑈001658⑈ ⑆053000219⑆ 9080127E48⑈