

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
Golden State Vintners		09/13/2011	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	The Wine Group LLC		
Street Address:	4596 S. Tracy Blvd.		
City:	Tracy		
State/Country:	CALIFORNIA		
Postal Code:	95377		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	3326728	FLIP FLOP	
Serial Number:	85104432	FLIP FLOP	
Serial Number:	85104426	FLIP FLOP	
CORRESPONDENCE DATA			
Fax Number:	(209)836-6316		
Phone:	209-599-4111		
Email:	John.Sutton@thewinegroup.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Correspondent Name:	John Sutton		
Address Line 1:	4596 S. Tracy Blvd.		
Address Line 4:	Tracy, CALIFORNIA 95377		
NAME OF SUBMITTER:	John Sutton		
Signature:	/John Sutton/		
Date:	09/13/2011		
Total Attachments: 1 source=Flip Flop#page1.tif			

OP \$90.00 3326728

900201981


TRADEMARK
 REEL: 004622 FRAME: 0019

Trademark Assignment

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Golden State Vintners ("Assignor"), does hereby sell, convey, assign and transfer to The Wine Group LLC ("Assignee"), all right, title, and interest in and to the mark FLIP FLOP in the United States and the corresponding registration and application of the same, United States Trademark Registration No. 3326728 and United States Trademark Serial Nos. 85104432 and 85104426 (the "Mark"), together with the goodwill of the business symbolized by the Mark, free and clear of any and all liens, encumbrances or security interests, together with all claims and causes of action for any and all previously occurring or future infringements of the rights being assigned and the right to receive and retain the proceeds relating to those infringements. Assignor agrees to execute any further documents as Assignee may reasonably request in order to effect this Assignment.

This assignment is dated and effective as of September 13, 2011.

Golden State Vintners,

By: _____

Name: John Sutton

Title: VP and General Counsel