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
Don Sebastiani & Sons International Wine Negociants		01/01/2010	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Steelbird Ghetto Properties LLC
Street Address:	P.O. 1248
City:	Sonoma
State/Country:	CALIFORNIA
Postal Code:	95476
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 4

Property Type	Number	Word Mark
Registration Number:	3513248	PENNYWISE
Registration Number:	3606645	THE CRUSHER
Registration Number:	3592576	B SIDE
Registration Number:	3442814	MIA'S KITCHEN

OP $115.00 3513248

CORRESPONDENCE DATA

Fax Number: (707)524-1906
Phone: 707.524.1900
Email: dranit@smlaw.com
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Correspondent Name: Warren L. Dranit
Address Line 1: P.O. Box 1867
Address Line 4: Santa Rosa, CALIFORNIA 95402

ATTORNEY DOCKET NUMBER:	7257 - PW CRSHR B MIA-K

NAME OF SUBMITTER:	Warren L. Dranit
Signature:	/wld/
Date:	11/04/2011

Total Attachments: 23
source=B SIDE#page1.tif
source=B SIDE#page2.tif
source=B SIDE#page3.tif
source=B SIDE#page4.tif
source=B SIDE#page5.tif
source=MIA'S KITCHEN#page1.tif
source=MIA'S KITCHEN#page2.tif
source=MIA'S KITCHEN#page3.tif
source=MIA'S KITCHEN#page4.tif
source=MIA'S KITCHEN#page5.tif
source=MIA'S KITCHEN#page6.tif
source=MIA'S KITCHEN#page7.tif
source=PENNYWISE#page1.tif
source=PENNYWISE#page2.tif
source=PENNYWISE#page3.tif
source=PENNYWISE#page4.tif
source=PENNYWISE#page5.tif
source=THE CRUSHER#page1.tif
source=THE CRUSHER#page2.tif
source=THE CRUSHER#page3.tif
source=THE CRUSHER#page4.tif
source=THE CRUSHER#page5.tif
source=THE CRUSHER#page6.tif

ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which is hereby acknowledged, Don Sebastiani & Sons International Wine Negociants, a California corporation. ("Seller") does hereby sell, transfer, assign, and deliver to Steelbird Ghetto Properties, LLC, a California limited liability company ("Buyer") and its successors and assigns, the following described property (the "Assets"):

1. Intellectual Property. All right, title and interest of Seller in "B Side" including, without limitation, trade names, trademarks, trade dress, logos, and copyrights and all registrations, or applications to register thereof (the "Intellectual Property"). The Intellectual Property includes all rights in "B Side" that arise from Seller's ownership, design, development and use in commerce of the labels copied and attached as Exhibit A. The Intellectual Property includes all rights of recovery for past infringement of the Intellectual Property. The Intellectual Property includes all rights in the trademark registered in the United State Patent and Trademark Office with the following information:

Trademark	Register	Registration Number	Registration Date	Class
B SIDE	Principal Register	3,592,576	March 17, 2009	Int. Cl.: 33 and U.S.Cls.: 47 and 49

2. Goodwill. All goodwill associated with the Intellectual Property.

3. Intellectual Property Records. All records, drawings, agreements, applications, certificates, writings, digital databases and documentation of any kind whatsoever that was created by Seller, acquired by Seller, or submitted to government agencies on behalf of Seller, in connection with the development and use of the Intellectual Property ("Intellectual Property Records").

This Assignment is made in connection with, and incorporates by reference, the Agreement for Purchase and Sale of B Side, dated January 1, 2010.

IN WITNESS WHEREOF, Seller has duly executed this Assignment as of January 1, 2010, at Sonoma, California.

"Seller":
Don Sebastiani & Sons
International Wine Negociants

By: ______________________
Don A. Sebastiani, Jr., President

(Notarial Acknowledgement Attached)

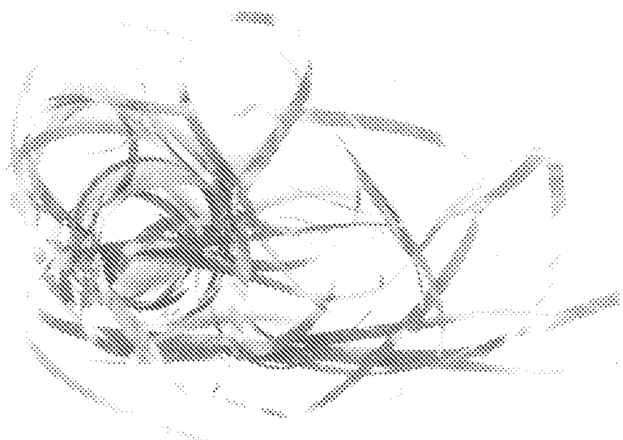
EXHIBIT A

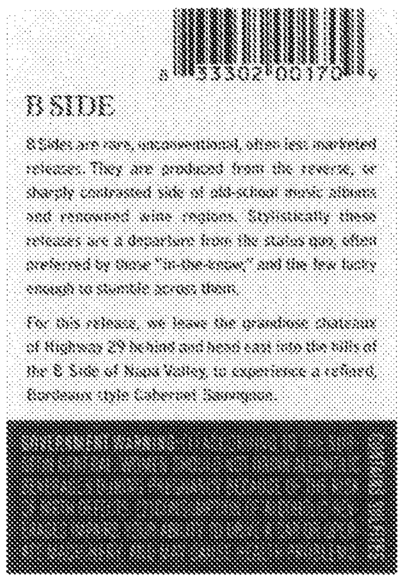
"B Side" Wine Label

B SIDE

CABERNET SAUVIGNON

FROM THE FLIP SIDE




8 33302 00170 9
B SIDE
B Sides are rare, unconventional, often less marketed releases. They are produced from the reverse, or sharply contrasted side of old-school music albums and renowned wine regions. Stylistically these releases are a departure from the status quo, often preferred by those "in-the-know," and the few lucky enough to stumble across them.
For this release, we leave the grandiose chateaux of Highway 29 behind and head east into the hills of the B Side of Napa Valley, to experience a refined, Bordeaux style Cabernet Sauvignon.

ACKNOWLEDGEMENT

State of California)
County of Sonoma)

On October 21 2011, before me, Alice Castorena Notary Public, personally appeared Don A. Sebastiani, Jr. who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

ALICE M. CASTORENA
COMM. #1873362
Notary Public - California
Sonoma County
My Comm. Expires Dec. 17, 2013
NRO1

Signature ______________________ (Seal)

ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which is hereby acknowledged, Don Sebastiani & Sons International Wine Negociants, a California corporation. ("Seller") does hereby sell, transfer, assign, and deliver to Steelbird Ghetto Properties, LLC, a California limited liability company ("Buyer") and its successors and assigns, the following described property (the "Assets"):

1. Intellectual Property. All right, title and interest of Seller in "Mia's Kitchen" including, without limitation, trade names, trademarks, trade dress, logos, and copyrights and all registrations, or applications to register thereof (the "Intellectual Property"). The Intellectual Property includes all rights in "Mia's Kitchen" that arise from Seller's ownership, design, development and use in commerce of the labels copied and attached as Exhibit A. The Intellectual Property includes all rights of recovery for past infringement of the Intellectual Property. The Intellectual Property includes all rights in the trademark registered in the United State Patent and Trademark Office with the following information:

Trademark	Register	Registration Number	Registration Date	Class
MIA'S KITCHEN	Principal Register	3,442,814	June 3, 2008	Int. Cl.: 33 and U.S.Cls.: 47 and 49

2. Goodwill. All goodwill associated with the Intellectual Property.

3. Intellectual Property Records. All records, drawings, agreements, applications, certificates, writings, digital databases and documentation of any kind whatsoever that was created by Seller, acquired by Seller, or submitted to government agencies on behalf of Seller, in connection with the development and use of the Intellectual Property ("Intellectual Property Records").

This Assignment is made in connection with, and incorporates by reference, the Agreement for Purchase and Sale of Mia's Kitchen, dated January 1, 2010.

IN WITNESS WHEREOF, Seller has duly executed this Assignment as of January 1, 2010, at Sonoma, California.

"Seller":
Don Sebastiani & Sons
International Wine Negociants

By: ______________________
Don A. Sebastiani, Jr., President

(Notarial Acknowledgement Attached)

EXHIBIT A

"Mia's Kitchen" Product Label

mia's kitchen

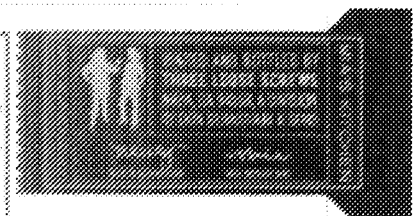
EXTRA VIRGIN OLIVE OIL

Mia's Kitchen was created out of a love for cooking in my family. My Mom, Nancy, cooks for our entire family each Sunday. Our olive oil is produced from local California olives and is in abundance at our home. We use olive oil for dipping, dressing, cooking and much more. I enjoy cooking with this oil; I hope you will as well.

Mia Sebastiani

NUTRITION FACTS
Serving Size 1 Tbsp (15mL)
Servings per container about 17

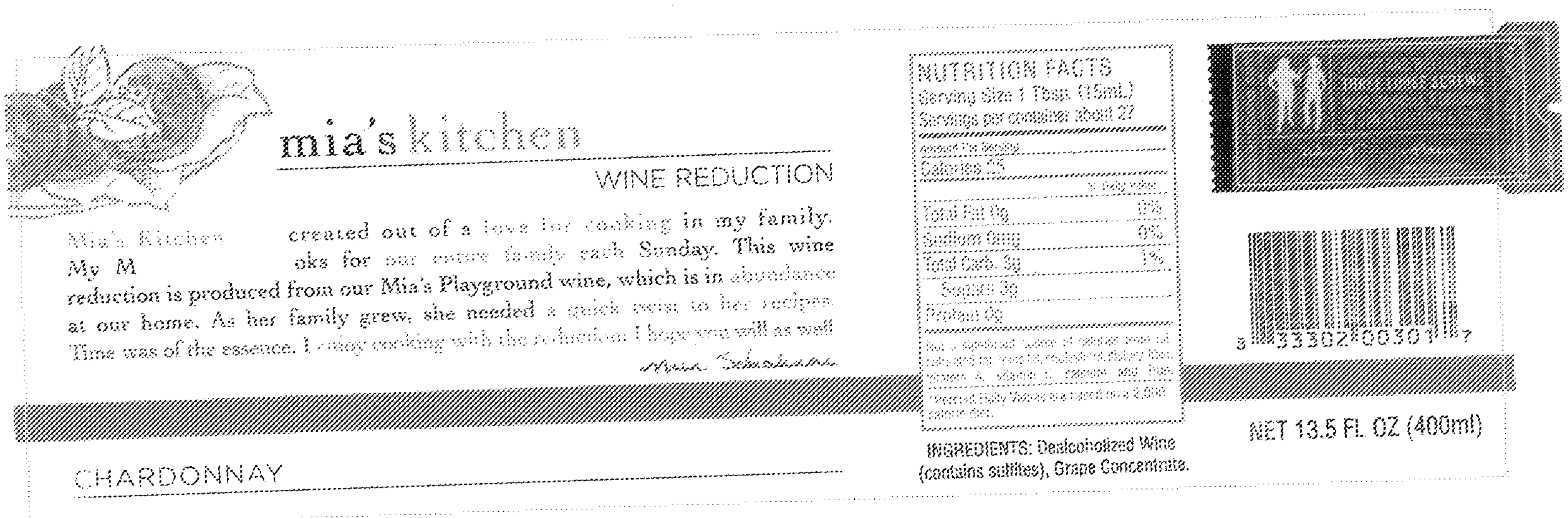
Total Fat 14g	22%
Saturated Fat 2g	10%
Sodium 0mg	0%
Total Carb. 0g	0%
Protein 0g	

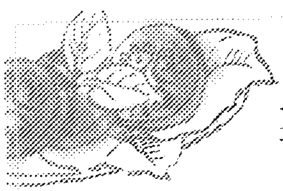


8 33302 00303 1

CALIFORNIA GROWN

NET 8.5 FL OZ (250mL)


mia's kitchen
WINE REDUCTION
Mia's Kitchen created out of a love for cooking in my family.
My M oks for our entire family each Sunday. This wine
reduction is produced from our Mia's Playground wine, which is in abundance
at our home. As her family grew, she needed a quick twist to her recipes.
Time was of the essence. I enjoy cooking with the reduction. I hope you will as well
CHARDONNAY
NUTRITION FACTS
Serving Size 1 Tbsp. (15mL)
Servings per container about 27
Total Fat 0g 0%
Sodium 0mg 0%
Total Carb. 3g 1%
Sugars 3g
Protein 0g
INGREDIENTS: Dealcoholized Wine (contains sulfites), Grape Concentrate.
8 33302 00301 7
NET 13.5 FL OZ (400ml)



mia's kitchen

WINE REDUCTION

Mia's Kitchen created out of a love for cooking in my family. My M oks for our entire family each Sunday. This wine reduction is produced from our Mia's Playground wine, which is in abundance at our home. As her family grew, she needed a quick twist to her recipes. Time was of the essence. I enjoy cooking with the reduction; I hope you will as well.

Mia Sebastiani

CABERNET SAUVIGNON

NUTRITION FACTS
Serving Size 1 Tbsp. (15mL)
Servings per container about 27

Amount Per Serving	
Calories 25	
	% Daily Value*
Total Fat 0g	0%
Sodium 0mg	0%
Total Carb. 3g	1%
Sugars 3g	
Protein 0g	

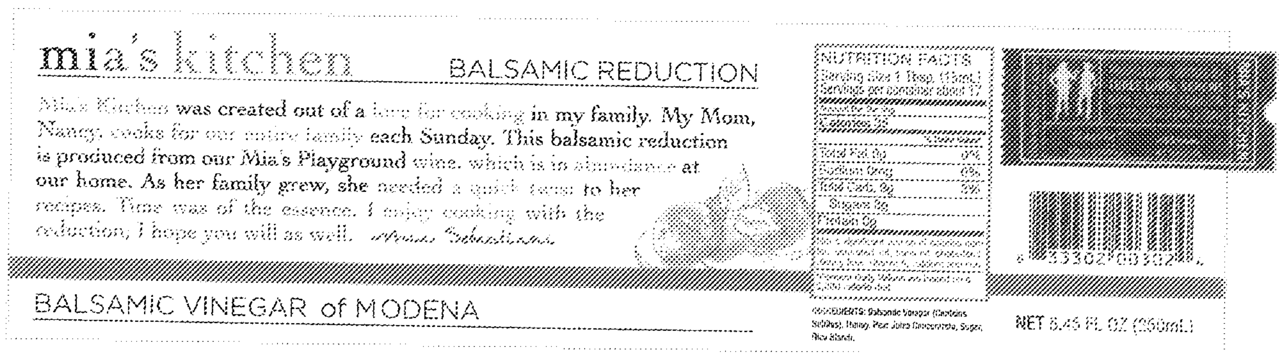
Not a significant source of calories from fat, saturated fat, trans fat, cholesterol, dietary fiber, vitamin A, vitamin C, calcium and iron.

*Percent Daily Values are based on a 2,000 calorie diet.

INGREDIENTS: Dealcoholized Wine (contains sulfites), Grape Concentrate.

8 33302 00300 0

NET 13.5 FL OZ (400ml)



mia's kitchen
BALSAMIC REDUCTION
Mia's Kitchen was created out of a love for cooking in my family. My Mom, Nancy, cooks for our entire family each Sunday. This balsamic reduction is produced from our Mia's Playground wine, which is in abundance at our home. As her family grew, she needed a quick twist to her recipes. Time was of the essence. I enjoy cooking with the reduction, I hope you will as well.
NUTRITION FACTS
Serving Size 1 Tbsp. (15mL)
Servings per container about 17
Calories 35
Total Fat 0g 0%
Sodium 0mg 0%
Total Carb. 8g 3%
Sugars 8g
Protein 0g
BALSAMIC VINEGAR of MODENA
NET 8.45 FL OZ (250mL)

ACKNOWLEDGEMENT

State of California)
County of Sonoma)

On October 21, 2011, before me, Alice Castorena, Notary Public, personally appeared Don A. Sebastiani, Jr. who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

ALICE M. CASTORENA
COMM. #1873362
Notary Public - California
Sonoma County
My Comm. Expires Dec. 17, 2013
NR01

Signature _______________ (Seal)

ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which is hereby acknowledged, Don Sebastiani & Sons International Wine Negociants, a California corporation. ("Seller") does hereby sell, transfer, assign, and deliver to Steelbird Ghetto Properties, LLC, a California limited liability company ("Buyer") and its successors and assigns, the following described property (the "Assets"):

1. Intellectual Property. All right, title and interest of Seller in "Pennywise" including, without limitation, trade names, trademarks, trade dress, logos, and copyrights and all registrations, or applications to register thereof (the "Intellectual Property"). The Intellectual Property includes all rights in "Pennywise" that arise from Seller's ownership, design, development and use in commerce of the labels copied and attached as Exhibit A. The Intellectual Property includes all rights of recovery for past infringement of the Intellectual Property. The Intellectual Property includes all rights in the trademark registered in the United State Patent and Trademark Office with the following information:

Trademark	Register	Registration Number	Registration Date	Class
PENNYWISE	Principal Register	3,513,248	October 7, 2008	Int. Cl.: 33 and U.S.Cls.: 47 and 49

2. Goodwill. All goodwill associated with the Intellectual Property.

3. Intellectual Property Records. All records, drawings, agreements, applications, certificates, writings, digital databases and documentation of any kind whatsoever that was created by Seller, acquired by Seller, or submitted to government agencies on behalf of Seller, in connection with the development and use of the Intellectual Property ("Intellectual Property Records").

This Assignment is made in connection with, and incorporates by reference, the Agreement for Purchase and Sale of Pennywise, dated January 1, 2010.

IN WITNESS WHEREOF, Seller has duly executed this Assignment as of January 1, 2010, at Sonoma, California.

"Seller":
Don Sebastiani & Sons
International Wine Negociants

By: ______________________
Don A. Sebastiani, Jr., President

(Notarial Acknowledgement Attached)

EXHIBIT A

"Pennywise" Wine Label

PENNYWISE
NAPA VALLEY
2005
CABERNET
SAUVIGNON

ACKNOWLEDGEMENT

State of California)
County of Sonoma)

On October 21 2011, before me, Alice Castorena, Notary Public, personally appeared Don A. Sebastiani, Jr. who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

ALICE M. CASTORENA
COMM. #1873362
Notary Public - California
Sonoma County
My Comm. Expires Dec. 17, 2013

Signature ______________________ (Seal)

ASSIGNMENT

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and adequacy of which is hereby acknowledged, Don Sebastiani & Sons International Wine Negociants, a California corporation. ("Seller") does hereby sell, transfer, assign, and deliver to Steelbird Ghetto Properties, LLC, a California limited liability company ("Buyer") and its successors and assigns, the following described property (the "Assets"):

1. Intellectual Property. All right, title and interest of Seller in "The Crusher" including, without limitation, trade names, trademarks, trade dress, logos, and copyrights and all registrations, or applications to register thereof (the "Intellectual Property"). The Intellectual Property includes all rights in "The Crusher" that arise from Seller's ownership, design, development and use in commerce of the labels copied and attached as Exhibit A. The Intellectual Property includes all rights of recovery for past infringement of the Intellectual Property. The Intellectual Property includes all rights in the trademark registered in the United State Patent and Trademark Office with the following information:

Trademark	Register	Registration Number	Registration Date	Class
THE CRUSHER	Principal Register	3,606,645	April 14, 2009	Int. Cl.: 33 and U.S.Cls.: 47 and 49

2. Goodwill. All goodwill associated with the Intellectual Property.

3. Intellectual Property Records. All records, drawings, agreements, applications, certificates, writings, digital databases and documentation of any kind whatsoever that was created by Seller, acquired by Seller, or submitted to government agencies on behalf of Seller, in connection with the development and use of the Intellectual Property ("Intellectual Property Records").

This Assignment is made in connection with, and incorporates by reference, the Agreement for Purchase and Sale of The Crusher, dated January 1, 2010.

IN WITNESS WHEREOF, Seller has duly executed this Assignment as of January 1, 2010, at Sonoma, California.

"Seller":
Don Sebastiani & Sons
International Wine Negociants

By: ______________________
Don A. Sebastiani, Jr., President

(Notarial Acknowledgement Attached)

EXHIBIT A

"The Crusher" Wine Label

2008

THE CRUSHER

WILSON VINEYARD

PINOT NOIR

THE CRUSHER

[illegible]

It is a stirring event each year when we join
the Wilson family as they accompany the
fruits of their hard work, from their Clarksburg
vineyard, down the road, to the crusher.

GOVERNMENT WARNING [illegible]

[illegible]

8 33302 00165 5

3 LOOSE SCREWS
VINTED AND BOTTLED BY
THREE LOOSE SCREWS
NAPA, CA 94558, A DIVISION
OF DON SEBASTIANI & SONS
donandsons.com

ACKNOWLEDGEMENT

State of California)
County of Sonoma)

On Oct 21 2011, before me, Alice Castorena Notary Public, personally appeared Don A. Sebastiani, Jr. who proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

ALICE M. CASTORENA
COMM. #1873362
Notary Public - California
Sonoma County
My Comm. Expires Dec. 17, 2013

Signature ______________________ (Seal)