

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
Jackson Family Wines, Inc.		09/30/2011	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	O'Neill Beverages Co. LLC		
Street Address:	8418 South Lac Jac Avenue		
City:	Parlier		
State/Country:	CALIFORNIA		
Postal Code:	93648		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2522852	C	
CORRESPONDENCE DATA			
Fax Number:	(415)970-5090		
Phone:	415-226-1400		
Email:	barry@strikeandtechel.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:	Barry Strike		
Address Line 1:	556 Commercial Street		
Address Line 4:	San Francisco, CALIFORNIA 94111		
NAME OF SUBMITTER:	Barry Strike		
Signature:	/BStrike/		
Date:	12/02/2011		
Total Attachments: 4 source=Jackson Family Wines, Inc. TM Assignment#page1.tif source=Jackson Family Wines, Inc. TM Assignment#page2.tif source=Notice of Nonrecording#page1.tif source=Original Filing#page1.tif			

OP \$40.00 2522852

ASSIGNMENT OF TRADEMARKS

This Trademark Assignment Agreement (the "Agreement") is made into and entered into as of September 30, 2011 (the "Effective Date"), by and between Jackson Family Wines, Inc. ("Assignor") and O'Neill Beverages Co. LLC ("Assignee").

WHEREAS, Assignor has adopted, used and is using the list of trademarks set forth in Attachment A and is the owner of the trademark registrations set forth in Attachment A (collectively, the "Marks"); and

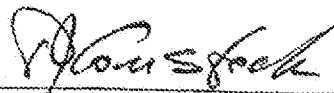
WHEREAS, Assignor and Assignee are acting as Inventory Seller and Buyer, respectively, in a transaction whereby ownership of certain brands and brand assets, including the Marks, is being transferred from Assignor to Assignee in exchange for consideration (the "Asset Sale").


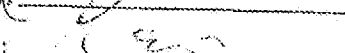
NOW THEREFORE, NOW THEREFORE, in connection with the Asset Sale and for good and valuable consideration, receipt and adequacy of which is hereby acknowledged, Assignor hereby assigns to Assignee all of its right, title and interest in and to the Marks, and the goodwill associated therewith and symbolized thereby, together with all rights of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs and fees associated therewith, and Assignee hereby accepts such assignment.

IN WITNESS WHEREOF, Assignor has caused this document to be executed by its authorized officer on the date indicated above.

JACKSON FAMILY WINES, INC.

O'NEILL BEVERAGES CO. LLC

By: 
ES: LCFO

By: 
ES: 

ATTACHMENT A

CAMELOT (Ecuador Registration No. 21524 for Wines)

C (Stylized Design) (U.S. Federal Registration No. 2522852 for Wines)



UNITED STATES PATENT AND TRADEMARK OFFICE

UNDER SECRETARY OF COMMERCE FOR INTELLECTUAL PROPERTY AND
DIRECTOR OF THE UNITED STATES PATENT AND TRADEMARK OFFICE

December 02, 2011

PTAS

BARRY STRIKE
556 COMMERCIAL STREET
SAN FRANCISCO, CA 94111

900208416

United States Patent and Trademark Office
Notice of Non-Recordation of an Assignment Document

The enclosed document has been examined and found non-recordable by the Assignment Recordation Branch of the U.S. Patent and Trademark Office. The reason(s) for non-recordation are stated below:

1. Document submitted is not legible for recording purposes.

Documents being resubmitted for recordation must reflect the corrected information to be recorded, the Document ID number referenced above and all pages from this submitted document. The original date of filing of this assignment document will be maintained if resubmitted with the appropriate correction(s) within 30 days from the date of this notice as outlined under 37 CFR 3.51. The resubmitted document must include a stamp with the official date of receipt under 37 CFR 3. Applicants may use the certified procedures under 37 CFR 1.8 or 1.10 for resubmission of the returned papers if they desire to have the benefit of the date of deposit in the United States Postal Service.

Send documents to: U.S. Patent and Trademark Office, Mail Stop: Assignment Recordation Branch, P.O. BOX 1450, Alexandria, VA 22313. If you have any questions regarding this notice, you may contact the Assignment Recordation Branch at 571-272-3350.

TONYA LEE
ASSIGNMENT RECORDATION BRANCH
PUBLIC RECORDS DIVISION

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