

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
Purple Wine Company		03/02/2012	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Purple Wine Production Company, Inc.		
Street Address:	400 Montgomery Street		
Internal Address:	Suite 200		
City:	San Francisco		
State/Country:	CALIFORNIA		
Postal Code:	94104		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85462358	WHEELHOUSE DELTA	
CORRESPONDENCE DATA			
Fax Number:	(415)391-6493		
Phone:	415-391-6490		
Email:	Kit@Commins.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:	Kit Knudsen		
Address Line 1:	400 Montgomery Street		
Address Line 2:	Suite 200		
Address Line 4:	San Francisco, CALIFORNIA 94104		
ATTORNEY DOCKET NUMBER:	PWPC		
NAME OF SUBMITTER:	Kit Knudsen		

Signature:	/Kit Knudsen/
Date:	03/20/2012
Total Attachments: 1 source=Assignment of Trademark#page1.tif	

ASSIGNMENT OF TRADEMARK

This Assignment of Trademarks ("Assignment") is made as of this 2 day of March, 2012, by Purple Wine Company, LLC, a limited liability company formed under the laws of the State of California (Assignor), in favor of Purple Wine Production Company, a California Corporation, formed under the laws of the State of California (Assignee).

RECITALS

WHEREAS, Assignor is the owner of the following Trademark and the registration therefore;

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>App. Ser. No.</u>	<u>Filing Date</u>
Wheelhouse Delta			85462358	November 2, 2011

and, WHEREAS, the Assignor desires to assign, and Assignee desires to receive, all right, title and interest in and to the Trademark for good and valuable consideration receipt of which is hereby acknowledged;

NOW THEREFORE, Assignor hereby assigns to Assignee, its successors and assigns, all of its right, title, and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed on the date written above.

PURPLE WINE COMPANY, LLC

By: 

Name: Dennis Carroll

Title: President

PURPLE WINE PRODUCTION COMPANY

By: 

Name: Lisa Ehrlich

Title: VP - Marketing