

## 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
K Brands, LLC		03/28/2012	LIMITED LIABILITY COMPANY: WASHINGTON
RECEIVING PARTY DATA			
Name:	Rodney Alex		
Street Address:	1658 North Milwaukee #271		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60647		
Entity Type:	INDIVIDUAL: UNITED STATES		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	77523501	JUICY WINE COMPANY	
CORRESPONDENCE DATA			
Fax Number:	(206)359-9000		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	206-359-8000		
Email:	pctrademarks@perkinscoie.com		
Correspondent Name:	Grace Han Stanton		
Address Line 1:	1201 Third Avenue, Suite 4800		
Address Line 4:	Seattle, WASHINGTON 98101		
ATTORNEY DOCKET NUMBER:	56557-4002.0003.US001		
NAME OF SUBMITTER:	Julianne A. Henley		
Signature:	/Julianne A. Henley/		

Date:

04/12/2012

Total Attachments: 2

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## ASSIGNMENT OF TRADEMARK RIGHTS

WHEREAS, K Brands, LLC, a Washington limited liability company with a place of business at 820 Mill Creek Road, Walla Walla, Washington 99362, United States of America ("Assignor"), has applied to register the JUICY WINE COMPANY trademark ("Mark") in connection with "wine" in Class 33 as United States Trademark Application No. 77/523,501 on an intent-to-use basis ("Application") as set forth in more detail in Exhibit 1;

WHEREAS, Rodney Alex, an individual with a physical address at 1658 North Milwaukee #271, Chicago, Illinois 60647, United States of America ("Assignee"), is desirous of acquiring the Mark and Application and all goodwill associated therewith;

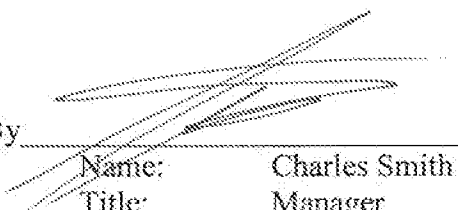
NOW, THEREFORE, for good and valuable consideration, receipt and sufficiency of which is hereby acknowledged:

1. Assignor does hereby assign unto Assignee all existing right, title, and interest in and to the Mark and Application, and all goodwill appurtenant thereto.
2. ASSIGNOR MAKES NO WARRANTIES, WHETHER IMPLIED OR OTHERWISE, TO ASSIGNEE WITH RESPECT TO THE MARK OR APPLICATION WHATSOEVER, INCLUDING WITHOUT LIMITATION, NO WARRANTIES OF NON-INFRINGEMENT, MERCHANTABILITY OR FITNESS FOR A PARTICULAR PURPOSE, AS WELL AS NO WARRANTIES WITH RESPECT TO THE VIABILITY, PROFITABILITY, OR FUNCTIONALITY OF THE MARK NOR THE STATUS OF OWNERSHIP OR REGISTRABILITY OF THE MARK.
3. Assignor agrees to execute and deliver, at the request of Assignee, all necessary papers, instruments, and assignments, and to perform any other reasonable acts the Assignee may require in order to vest all right, title, and interest in and to the Mark and Application to the Assignee.

IN WITNESS WHEREOF, the parties have caused this agreement to be executed by their authorized representatives to be effective as of the date of the last signature below ("Effective Date").

Signed this 28 day of March, 2012.

**K BRANDS, LLC - ASSIGNOR**

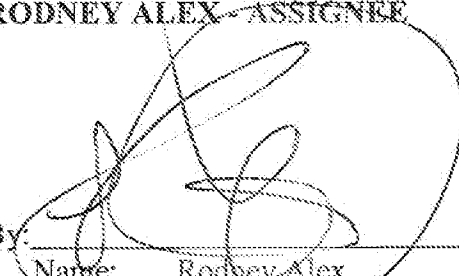
By   
Name: Charles Smith  
Title: Manager

ACCEPTANCE OF ASSIGNMENT

Rodney Alex, the Assignee above, does hereby accept the assignment of the Mark and Application, and all of the rights, title, interest, and goodwill as described above.

Signed this 27 day of March, 2012.

RODNEY ALEX ASSIGNEE

By:   
Name: Rodney Alex  
Title: Individual / Assignee