

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	RELEASE BY SECURED PARTY		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
GE Commercial Distribution Finance Corporation		04/30/2012	CORPORATION: NEVADA
RECEIVING PARTY DATA			
Name:	Fife Vineyards LLC		
Street Address:	PO Box 553		
City:	St. Helena		
State/Country:	CALIFORNIA		
Postal Code:	94574		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2983402	L'ATTITUDE 39	
Registration Number:	2274109	MAX FIFE MAX MAX FIFE CUVÉE M	
Registration Number:	2312916	REDHEAD VINEYARD	
Serial Number:	85104220	REDHEAD VINEYARD	
CORRESPONDENCE DATA			
Fax Number:	7075264707		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	707.526.4200		
Email:	jmbehmke@cmprlaw.com		
Correspondent Name:	Jay M. Behmke		
Address Line 1:	100 B Street Suite 400		
Address Line 4:	Santa Rosa, CALIFORNIA 95401-6376		
ATTORNEY DOCKET NUMBER:	2313.1 RELEASE SEC INT.		

OP \$115.00 2983402

NAME OF SUBMITTER:	Jay M. Behmke
Signature:	/jmb163603/
Date:	05/02/2012
Total Attachments: 2 source=00263258#page1.tif source=00263258#page2.tif	

NOTICE OF RELEASE OF SECURITY INTEREST

WHEREAS, in approximately 2002, FIFE VINEYARDS LLC ("FIFE") assigned to GE COMMERCIAL DISTRIBUTION FINANCE CORPORATION (as successor in interest to Deutsche Financial Services Corporation)("CDF") a security interest in the personal property (including without limitation general intangibles) of FIFE VINEYARDS, LLC;

WHEREAS, there are certain trademarks, trademark registrations, common law marks and domain names relating to FIFE, including but not limited to all goodwill, artwork and copyrights associated therewith, and any other rights to use the name "Fife" and the sub-brands in connection with wine and related products, including without limitation:

U.S. Reg. No. 2,983,402 for the mark L' ATTITUDE 39

U.S. Reg. No. 2,274,109 for the mark MAX FIFE MAX MAX FIFE CUVÉE & DESIGN

U.S. Reg. No. 2,312,916 for the mark REDHEAD VINEYARD

U.S. Serial No. 85/104,220 for the mark REDHEAD VINEYARD

U.K. Reg. No. 2164452 for the mark MAX CUVÉE

U.K. Reg. No. 2164451 for the mark REDHEAD VINEYARD

Fife Vineyards

www.fifevineyards.com

(collectively, the "Fife IP")

WHEREAS, in approximately, 2004, FIFE assigned to EXCHANGE BANK a security interest in the Fife IP and, pursuant to that certain Subordination Agreement dated December 17, 2004, CDF subordinated any and all of its right, title and security interest in certain assets of FIFE, including the Fife IP, to EXCHANGE BANK.

WHEREAS, upon information and belief, pursuant to its powers of foreclosure and sale, EXCHANGE BANK took possession or control of certain assets of FIFE, including the Fife IP, and conducted a sale of such assets.

WHEREAS, upon information and belief, pursuant to that certain Asset Purchase and Sale Agreement dated April 6, 2009, EXCHANGE BANK sold certain assets of FIFE, including the Fife IP, to LW WINE PARTNERS, LLC free and clear of any lien or security interest and the Fife IP was subsequently assigned and transferred to LW WINE PARTNERS, LLC.

WHEREAS, upon information and belief, pursuant to various assignments, LW WINE PARTNERS, LLC has transferred its interest in the Fife IP to PF WINE COMPANY and 585 WINE PARTNERS, LLC.

NOW, THEREFORE, for good and valuable consideration and for purposes of clarifying or correcting the records of the United States Patent and Trademark Office ("USPTO") and the UK trademark database ("UK Records"), CDF hereby provides notice to USPTO and UK Records that CDF does not claim a security interest in the Fife IP and CDF further releases any and all of its right, title, and security interest in the Fife IP.

Dated: April 30th, 2012

GE COMMERCIAL DISTRIBUTION FINANCE
CORPORATION

By: 

Printed Name: **Michael W. Little**
Litigation and Recovery Leader

Title: _____