

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

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|-----------------------|----------------------------------------------|
| 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 | | 05/04/2012 | CORPORATION: CALIFORNIA |

RECEIVING PARTY DATA

| | |
|-----------------|---------------------------------------|
| Name: | Purple Wine Company |
| Street Address: | 9119 Graton Road |
| City: | Graton |
| State/Country: | CALIFORNIA |
| Postal Code: | 95444 |
| Entity Type: | LIMITED LIABILITY COMPANY: CALIFORNIA |

| | |
|-----------------|---------------------------------------|
| Name: | Purple Wine Company |
| Street Address: | 9119 Graton Road |
| City: | Graton |
| State/Country: | CALIFORNIA |
| Postal Code: | 95444 |
| Entity Type: | LIMITED LIABILITY COMPANY: CALIFORNIA |

PROPERTY NUMBERS Total: 1

| Property Type | Number | Word Mark |
|----------------|----------|----------------------|
| Serial Number: | 85420164 | PINOT FOR THE PLANET |

CORRESPONDENCE DATA

Fax Number: 4153916493
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
 Phone: 415-391-6490
 Email: Kit@Commins.com
 Correspondent Name: Kit Knudsen
 Address Line 1: 400 Montgomery Street

OP \$40.00 85420164

Address Line 2: Suite 200
Address Line 4: San Francisco, CALIFORNIA 94104

| | |
|----------------------------------------------------------------------|---------------|
| NAME OF SUBMITTER: | Kit Knudsen |
| Signature: | /Kit Knudsen/ |
| Date: | 05/04/2012 |
| Total Attachments: 1 source=Pinot for the Planet 5 4 12#page1.tif | |

ASSIGNMENT OF TRADEMARK

This Assignment of Trademark ("Assignment") is made as of this 4th day of May, 2012, by Purple Wine Company, Inc., a corporation formed under the laws of the State of California (Assignor), in favor of Purple Wine Company, LLC, a limited liability company formed under the laws of the State of California (Assignee).

RECITALS

WHEREAS, Assignor is the owner of the following Trademark registration or application therefor;

| <u>Trademark</u> | <u>Reg. No.</u> | <u>Reg. Date</u> | <u>App. Ser. No.</u> | <u>Filing Date</u> |
|----------------------|-----------------|------------------|----------------------|--------------------|
| Pinot For The Planet | n/a | n/a | 85420164 | 9.12.11 |

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, INC.~~
By: ~~_____~~
Name: Kit Knudsen
Title: Attorney of Record

~~PURPLE WINE COMPANY, LLC~~
By: ~~_____~~
Name: Kit Knudsen
Title: Attorney of Record