

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
Adler Fels Winery, LLC		04/17/2012	LIMITED LIABILITY COMPANY: MINNESOTA
RECEIVING PARTY DATA			
Name:	Fast Forward Brands, LLC		
Street Address:	1399 East Quincey Ave.		
City:	Englewood		
State/Country:	COLORADO		
Postal Code:	80113		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85289599	SUGAR PLUM	
CORRESPONDENCE DATA			
Fax Number:	9087257088		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	9087225640		
Email:	Officeactions@br-tmlaw.com		
Correspondent Name:	Stephen L. Baker		
Address Line 1:	575 Route 28		
Address Line 2:	Suite 102		
Address Line 4:	Raritan, NEW JERSEY 08869		
NAME OF SUBMITTER:	Stephen L. Baker		
Signature:	/Stephen L. Baker/		
Date:	05/11/2012		
Total Attachments: 1 source=SCAN8580_000#page1.tif			

OP \$40.00 85289599

ASSIGNMENT OF U.S. TRADEMARK,
U.S. TRADEMARK APPLICATION THEREFOR, AND
THE GOODWILL ASSOCIATED THEREWITH

WHEREAS, Adler Fels Winery, LLC, a Limited Liability Company organized and existing under the laws of the State of Minnesota, having an address of 980 Airway Ct., Ste. A, Santa Rosa, CA 95403, has adopted, used and is using the following mark for which an application is pending in the U.S. Patent and Trademark Office as follows:

MARK	SER. NO.	DATE FILED
SUGAR PLUM	85289599	April 7, 2011

WHEREAS, Fast Forward Brands, LLC, a Limited Liability Company organized and existing under the laws of the State of Delaware, having an address of 1399 East Quincey Ave., Englewood, CO 80113, is desirous of acquiring said mark, the pending U.S. trademark application therefor, the goodwill associated therewith and any registration resulting therefrom;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Adler Fels Winery, LLC does hereby assign unto Fast Forward Brands, LLC, all right, title and interest in and to said mark, and the pending U.S. trademark application therefor, the goodwill associated therewith and any registration resulting therefrom

The Commissioner of Patents and Trademarks is authorized to issue any Certificate of Registration resulting from application being assigned herein to the assignee Fast Forward Brands, LLC

Adler Fels Winery, LLC



Name: DAN O'LEARY

Title: VP GM.

April 17, 2012