

## 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
F. Korbel & Bros., Inc.		07/31/2012	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	West Coast Wine Partners, LLC		
Street Address:	3303 Boucherie Road		
City:	Kelowna, British Columbia		
State/Country:	CANADA		
Postal Code:	V1Z 2H3		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	2758733	VALLEY OF THE MOON	
Registration Number:	2231528	VALLEY OF THE MOON	
Registration Number:	2758734		
Registration Number:	3595207	LAKE SONOMA WINERY-THE GOLD STANDARD	
Registration Number:	2784035	LSW LAKE SONOMA WINERY	
Registration Number:	2741624	LSW	
Registration Number:	2233309	LAKE SONOMA	
Registration Number:	3204904	REACH FOR THE MOON	
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		

OP \$215.00 2758733

Address Line 1: 100 B Street Suite 400  
Address Line 4: Santa Rosa, CALIFORNIA 95401-6376

ATTORNEY DOCKET NUMBER:	KORBEL-WEST COAST
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DOMESTIC REPRESENTATIVE

Name:  
Address Line 1:  
Address Line 2:  
Address Line 3:  
Address Line 4:

NAME OF SUBMITTER:	Jay M. Behmke
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Signature:	/jmb163603/
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Date:	08/02/2012
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Total Attachments: 4  
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## TRADEMARK ASSIGNMENT

F. KORBEL & BROS., INC. a California corporation, having an address at 13250 River Road, Guerneville, CA 95446, ("Assignor"), for valuable consideration, the receipt and adequacy whereof are acknowledged, hereby assigns and transfers to WEST COAST WINE PARTNERS LLC, a California limited liability company, having an address at 3303 Boucherie Road, Kelowna, British Columbia, Canada V1Z 2H3, ("Assignee"), and Assignee hereby accepts:

A. All rights, title and interest held by Assignor in and to the trademarks, service marks, registrations of trademarks and service marks and applications for such registration, more fully identified in Schedule A attached hereto (hereinafter collectively and individually referred to as the "Trademarks");

B. The goodwill of the business connected with the use of and symbolized by the Trademarks, and

C. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present, or future infringement of said Trademarks or injury to said goodwill, together with the right to sue or recover the same in the name of Assignor.

Assignor agrees to execute and deliver at the request of Assignee all papers, instruments, and assignments, and to perform any other reasonable acts Assignee may request in order to vest all of the right, title, and interest in and to the Trademarks in Assignee and/or to provide evidence to support any of the foregoing in the event such evidence is deemed necessary by Assignee, to the extent such evidence is in the possession or control of Assignor.

(SIGNATURES CONTAINED ON THE FOLLOWING PAGE)

IN WITNESS WHEREOF, the parties have executed this Trademark Assignment as of July 31, 2012.

ASSIGNOR

ASSIGNEE

F. KORBEL & BROS., INC.

WEST COAST WINE PARTNERS LLC

By: *Gary B. Heck*

By: \_\_\_\_\_

Print Name: *Gary B. Heck*

Print Name: \_\_\_\_\_

Title: *President*

Title: \_\_\_\_\_

IN WITNESS WHEREOF, the parties have executed this Trademark Assignment as of July 31, 2012.


ASSIGNOR

ASSIGNEE

F. KORBEL & BROS., INC.

WEST COAST WINE PARTNERS LLC

By: \_\_\_\_\_

By:  \_\_\_\_\_

Print Name: \_\_\_\_\_

Print Name: Anthony D. Stewart

Title: \_\_\_\_\_

Title: Manager

**SCHEDULE A**

**United States Trademark Registrations**

<b>Serial No.</b>	<b>Reg. No</b>	<b>Word Mark</b>
76469383	2758733	VALLEY OF THE MOON
75316432	2231528	VALLEY OF THE MOON
76469384	2758734	moon design
76667967	3595207	LAKE SONOMA WINERY-THE GOLD STANDARD
76469385	2784035	LSW LAKE SONOMA WINERY
76454881	2741624	LSW design only
75274222	2233309	LAKE SONOMA
76657738	3204904	REACH FOR THE MOON

**United States Common Law Trademarks**

Orbiter  
Cuvee de la Luna  
Madrone Vineyards

**Foreign Trademark Registrations  
For MADRONE VINEYARDS**

<b>Country</b>	<b>Registration No.</b>
Bermuda	48217
BVI	2540
Canada	TMA757205
China	6764330
Costa Rica	183351
Cayman Islands	2489043
European Community	6955082
Hong Kong	301130886
Iceland	737/2008
Japan	5161500
Korea	788269
Macao	N/036571
Mexico	1074897
Norway	247422
Switzerland	576764
Taiwan	1364827
United Kingdom & Northern Ireland	2489043
Vietnam	140504