

## 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
Robert Lipman		08/14/2012	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	The R.S. Lipman Company		
Street Address:	411 Great Circle Rd.		
City:	Nashville		
State/Country:	TENNESSEE		
Postal Code:	37228		
Entity Type:	CORPORATION: TENNESSEE		
PROPERTY NUMBERS Total: 7			
Property Type	Number	Word Mark	
Registration Number:	3162702	SR SATURDAY RED WE MAKE IT YOU BOTTLE IT	
Registration Number:	3244015	ESTATE RAFFAELE	
Registration Number:	3401281	GWG	
Registration Number:	3401278	HIDDEN JEWEL COLLECTION	
Registration Number:	3401277	CALIFORNIA'S JEWEL COLLECTION	
Registration Number:	3171255		
Serial Number:	85551965	HIDDEN JEWEL	
CORRESPONDENCE DATA			
Fax Number:	2565175225		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	256 517 5125		
Email:	mswanson@babco.com		
Correspondent Name:	Mark Swanson		
Address Line 1:	200 Clinton Ave. W.		
Address Line 2:	Suite 900		

OP \$190.00 3162702

Address Line 4:                   Huntsville, ALABAMA 35801

ATTORNEY DOCKET NUMBER:	057075000009
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NAME OF SUBMITTER:	Mark Swanson
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Signature:	/Mark Swanson/
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Date:	08/15/2012
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## ASSIGNMENT OF TRADEMARK

WHEREAS, Robert Lipman, an individual ("Assignor") having a business address at 411 Great Circle Rd., Nashville, TN 37228, is the owner of the following six (6) U.S. Trademark Registrations, and the following one (1) U.S. Trademark Application:

1. SR SATURDAY RED WE MAKE IT YOU BOTTLE IT, Registration number 3,162,702
  2. ESTATE RAFFAELE, Registration number 3,244,015
  3. GWG, Registration number 3,401,281
  4. HIDDEN JEWEL COLLECTION, Registration number 3,401,278
  5. CALIFORNIA'S JEWEL COLLECTION, Registration number 3,401,277
  6. (a design), Registration number 3,171,255
- 
1. HIDDEN JEWEL, Trademark Application number 85-551,965

together with all rights in the trademarks represented by such registrations and application, including, without limitation, all common law trademark rights and all good will associated therewith, (collectively the "Marks"); and

WHEREAS, The R.S. Lipman Company, a Tennessee Corporation ("Assignee") having a business address at 411 Great Circle Rd., Nashville, TN 37228, desires to acquire the entire right, title and interest in and to the Marks;

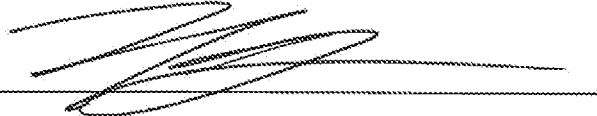
NOW THEREFORE, effective as of this the 14<sup>th</sup> day of August, 2012, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee, for its own use and enjoyment and for the use and enjoyment of its successors and assigns, Assignor's entire right, title and interest in the Marks, including all good will associated with the Marks, and any renewals thereof, the same to be held by said Assignee as fully and entirely as the same could have been held and enjoyed by the Assignor if this assignment had not been made, this including without limitation the assignment of all related income and royalties, any money due or that becomes due relating to an infringement or misappropriation of the mark, as well as the right to sue for all past and future infringements or misappropriations of the mark, and the right to oppose any application to register a mark which may be confusingly similar to the Marks. The Assignor concurrently conveys, transfers, assigns, and delivers to the Assignee all rights and good will in any and all trade dress and designs associated with the Marks for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged.

If any provision or term of this assignment is found invalid or unenforceable under judicial decree or decision, the remainder shall remain valid and enforceable according to its terms.

The Commissioner of Patents and Trademarks is requested to make the proper notation of the foregoing assignment on the trademark records maintained by the United States Patent and Trademark Office.

Assignor

By:

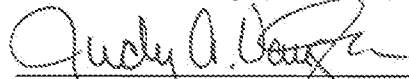


Name: Robert Lipman

State of Tennessee) County of Davidson)

BEFORE ME, the undersigned, a Notary Public in and for said County and State, personally appeared Robert Lipman, whose name is signed to this Assignment and who is known to me or who proved to me on the basis of satisfactory evidence to be the same individual who executed the foregoing assignment, and acknowledged that he/she executed the same for the purposes therein contained.

Sworn to and subscribed before me on this the 14th day of August, 2012



Notary Public, Judy A. Vaughn



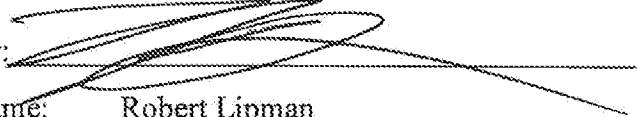
[NOTARY SEAL]

My Commission Expires: March 3, 2014

Assignee

The R.S. Lipman Company.

By:



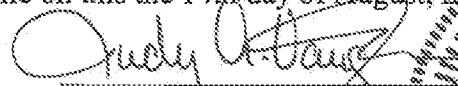
Name: Robert Lipman

Title: President / C.E.O.

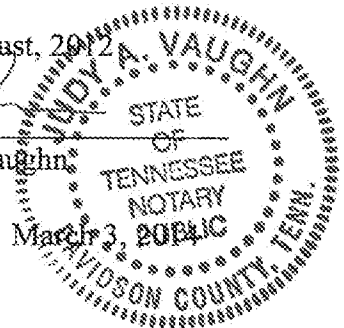
State of Tennessee) County of Davidson)

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Sworn to and subscribed before me on this the 14th day of August, 2012



Notary Public, Judy A. Vaughn



[NOTARY SEAL]

My Commission Expires: March 3, 2014