

## 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             |
| Purple Wine Production Company                              |   | 10/01/2012                                 | CORPORATION: CALIFORNIA |
| RECEIVING PARTY DATA  |   |  |                         |
| Name:   | Sonoma 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                                  |                         |
| Registration Number:  | 3541909   | BELLA RAGAZZA PINOT GRIGIO CALIFORNIA 2004 |                         |
| CORRESPONDENCE DATA   |   |  |                         |
| Fax Number:   | 4153916493  |  |                         |
|   | <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |  |                         |
| Phone:  | 4153916490  |  |                         |
| Email:  | kit@commins.com   |  |                         |
| Correspondent Name:   | Kit Knudsen   |  |                         |
| Address Line 1:   | 400 Montgomery Street, Suite 200  |  |                         |
| Address Line 4:   | San Francisco, CALIFORNIA 94104   |  |                         |
| ATTORNEY DOCKET NUMBER:                                     | PWPC.BELLA REGAZZA  |  |                         |
| NAME OF SUBMITTER:  | Kit Knudsen   |  |                         |
| Signature:  | /kit knudsen/   |  |                         |
| Date:   | 10/03/2012  |  |                         |
| Total Attachments: 1<br>source=Bella Regazza 2012#page1.tif |   |  |                         |

OP \$40.00 3541909

ASSIGNMENT OF TRADEMARK

This Assignment of Trademark ("Assignment") is made as of this 1 day of OCT, 2012, by Purple Wine Production Company, Inc., a corporation formed under the laws of the State of California (Assignor), in favor of Sonoma 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> |
|------------------|-----------------|------------------|----------------------|--------------------|
| Bella Ragazza    | 3541909         | 12/2/2008        | n/a                  | 12/14/2005         |

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 PRODUCTION COMPANY, INC.

SONOMA WINE COMPANY, LLC

By: [Signature]

By: [Signature]

Name: Dennis Carroll

Name: Lisa Ehrlich

Title: President

Title: VP MKTG