

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												
<table border="1"> <thead> <tr> <th>Name</th> <th>Formerly</th> <th>Execution Date</th> <th>Entity Type</th> </tr> </thead> <tbody> <tr> <td>Purple Wine Production Company</td> <td></td> <td>10/01/2012</td> <td>CORPORATION: CALIFORNIA</td> </tr> </tbody> </table>				Name	Formerly	Execution Date	Entity Type	Purple Wine Production Company		10/01/2012	CORPORATION: CALIFORNIA	
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: 2												
<table border="1"> <thead> <tr> <th>Property Type</th> <th>Number</th> <th>Word Mark</th> </tr> </thead> <tbody> <tr> <td>Registration Number:</td> <td>3800801</td> <td>KUMBAYA</td> </tr> <tr> <td>Registration Number:</td> <td>3864158</td> <td>KUMBAYA</td> </tr> </tbody> </table>				Property Type	Number	Word Mark	Registration Number:	3800801	KUMBAYA	Registration Number:	3864158	KUMBAYA
Property Type	Number	Word Mark										
Registration Number:	3800801	KUMBAYA										
Registration Number:	3864158	KUMBAYA										
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.KUMBAYA (2)											
NAME OF SUBMITTER:	Kit Knudsen											
Signature:	/kit knudsen/											
Date:	10/04/2012											
Total Attachments: 1 source=Kumbaya (2) 2012#page1.tif												

OP \$65.00 3800801

ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks ("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 Registrations or applications therefor;

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>App. Ser. No.</u>	<u>Filing Date</u>
Kumbaya	3800801	6/8/2010	n/a	4/21/2009
Kumbaya (logo)	3864158	10/19/2010	n/a	3/17/2010

and, WHEREAS, the Assignor desires to assign, and Assignee desires to receive, all right, title and interest in and to the Trademarks 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 Trademarks, together with the goodwill of the business symbolized by the Trademarks.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed on the date written above.

PURPLE WINE PRODUCTION COMPANY, INC.

By: [Signature]

Name: Dennis Carroll

Title: President

SONOMA WINE COMPANY, LLC

By: [Signature]

Name: Lisa Ehrlich

Title: VP MKTG