

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	
Serial Number:	77718939	LARA	
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.LARA		
NAME OF SUBMITTER:	Kit Knudsen		
Signature:	/kit knudsen/		
Date:	10/04/2012		
Total Attachments: 1 source=Lara 2012#page1.tif			

OP \$40.00 77718939

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>
Lara	n/a	n/a	77718939	4/21/2009

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.

By: [Signature]

Name: Dennis Carroll

Title: President

SONOMA WINE COMPANY, LLC

By: [Signature]

Name: Lisa Ehrlich

Title: VP MKTG