

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 Company LLC		07/23/2012	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Constellation Brands U.S. Operations Inc.		
Street Address:	235 North Bloomfield Road		
City:	Canandaigua		
State/Country:	NEW YORK		
Postal Code:	14424		
Entity Type:	CORPORATION: NEW YORK		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	2612108	MARK WEST	
Registration Number:	2797930	PINOT FOR THE PEOPLE	
Serial Number:	85420164	PINOT FOR THE PLANET	
Serial Number:	77831001	"¡VIVA LA PINOT!"	
Serial Number:	77830963	¡VIVA EL PINOT!	
CORRESPONDENCE DATA			
Fax Number:	9087257088		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	9087225640		
Email:	officeactions@br-tmlaw.com		
Correspondent Name:	Stephen L. Baker		
Address Line 1:	575 Route 28		
Address Line 4:	Raritan, NEW JERSEY 08869		
ATTORNEY DOCKET NUMBER:	SLB 11.4.12 ASSIGN TO CBU		

OP \$140.00 2612108

NAME OF SUBMITTER:	Stephen L. Baker
Signature:	/Stephen L. Baker/
Date:	11/04/2012
Total Attachments: 4 source=Baker-Rannells121104155026#page1.tif source=Baker-Rannells121104155026#page2.tif source=Baker-Rannells121104155026#page3.tif source=Baker-Rannells121104155026#page4.tif	

TRADEMARK ASSIGNMENT

This ASSIGNMENT is made by Purple Wine Company, LLC, a California limited liability company, having its principal place of business at 9119 Graton Road, Graton, CA 95444 (the "Assignor"), and Constellation Brands U.S. Operations, Inc. a New York corporation, having its principal place of business at 235 North Bloomfield Road, Canandaigua, NY 14424 (together with its successors and assigns, the "Assignee").

The Assignor has adopted, owns and is using certain trademarks relating to the Mark West brand for which the Assignor owns the trademark applications and/or registrations and all common law rights associated therewith, that are listed in Schedule A attached hereto and incorporated herein by reference (collectively, the "Marks").

The Assignor has agreed to assign to the Assignee all of the rights, title, and interests of the Assignor in and to the Marks, and the Assignee has agreed to accept said assignment.

For TEN DOLLARS (USD) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby assigns, transfers, and conveys to the Assignee, and the Assignee, as the successor to the portion of the ongoing and existing business to which the Marks pertain, hereby accepts from the Assignor, all of the rights, title, and interests of the Assignor in and to the Marks, together with the goodwill of the business symbolized by the Marks, with the right to recover for damages and profits and all other remedies for past infringements thereof.

This Trademark Assignment may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same instrument.

This Trademark Assignment is given pursuant to the terms of the Asset Purchase Agreement and Sale Agreement between the Assignor, Constellation Brands U.S. Operations, Inc., a New York corporation and Derek Benham dated as of June 8, 2012 (the "Purchase Agreement"). The terms and conditions of the Purchase Agreement are incorporated herein by reference. All capitalized terms used herein not otherwise defined shall have the same meanings as set forth in the Purchase Agreement. In the event of a conflict or inconsistency between the provisions of this Trademark Assignment and the provisions of the Purchase Agreement, the provisions of the Purchase Agreement will prevail.

[Signature page follows]

ASSIGNOR:

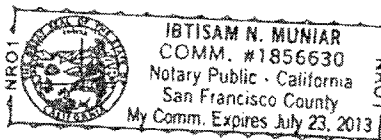
PURPLE WINE COMPANY, LLC

Dated: July 12, 2012

By: [Signature]
Name: Derek Benham
Title: CEO

Sworn to before me this 12 day
of July, 2012

[Signature]
Notary Public



My commission expires: 7/23/13

ASSIGNEE:

CONSTELLATION BRANDS U.S.
OPERATIONS, INC.

Dated: _____, 2012

By: _____
Name: _____
Title: _____

Sworn to before me this _____ day
of _____, _____

Notary Public

My commission expires: _____

[Signature page to Trademark Assignment]

ASSIGNOR:

PURPLE WINE COMPANY, LLC

Dated: _____, 2012

By: _____
Name:
Title:

Sworn to before me this _____ day
of _____,

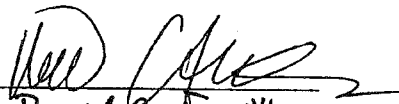
Notary Public

My commission expires: _____

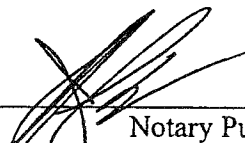
ASSIGNEE:

CONSTELLATION BRANDS U.S.
OPERATIONS, INC.

Dated: 7/16, 2012

By: 
Name: Ronald E. Fondiller
Title: Secretary

Sworn to before me this 16th day
of July, 2012



Notary Public

My commission expires: 1/28/2014

Jeffrey H. Labarge
Notary Public, State of New York
No. 02LA6069237
Qualified in Monroe County
My Commission Expires January 28, 2014

[Signature page to Trademark Assignment]

SCHEDULE A

<u>Trademark</u>	<u>Jurisdiction</u>	<u>Owner</u>	<u>Registration/ Application No.</u>	<u>Status</u>
Mark West	USPTO	Seller	2612108	Registered
Pinot for the People	USPTO	Seller	2797930	Registered
Pinot for the Planet	USPTO	Seller	85420164	Pending
Viva la Pinot	USPTO	Seller	77831001	Pending
Viva el Pinot	USPTO	Seller	77830963	Pending