

TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

|                                  |   |                |                                     |
|----------------------------------|---|----------------|-------------------------------------|
| SUBMISSION TYPE:                 | NEW ASSIGNMENT  |                |                                     |
| NATURE OF CONVEYANCE:            | NUNC PRO TUNC ASSIGNMENT  |                |                                     |
| EFFECTIVE DATE:                  | 10/29/2012  |                |                                     |
| <b>CONVEYING PARTY DATA</b>      |   |                |                                     |
| Name                             | Formerly  | Execution Date | Entity Type                         |
| Ole Imports, LLC                 |   | 10/29/2012     | LIMITED LIABILITY COMPANY: NEW YORK |
| <b>RECEIVING PARTY DATA</b>      |   |                |                                     |
| Name:                            | Margerum Wine Company, Inc.   |                |                                     |
| Street Address:                  | 920 Garden St.  |                |                                     |
| Internal Address:                | c/o Koenig & Associates   |                |                                     |
| City:                            | Santa Barbara   |                |                                     |
| State/Country:                   | CALIFORNIA  |                |                                     |
| Postal Code:                     | 93101   |                |                                     |
| Entity Type:                     | CORPORATION: CALIFORNIA   |                |                                     |
| <b>PROPERTY NUMBERS Total: 1</b> |   |                |                                     |
| Property Type                    | Number  | Word Mark      |                                     |
| Registration Number:             | 3638761   | M 5            |                                     |
| <b>CORRESPONDENCE DATA</b>       |   |                |                                     |
| Fax Number:                      | 8055648262  |                |                                     |
|                                  | <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i> |                |                                     |
| Phone:                           | 805-965-4400  |                |                                     |
| Email:                           | Kurt@incip.com  |                |                                     |
| Correspondent Name:              | Kurt Koenig   |                |                                     |
| Address Line 1:                  | 920 Garden St.  |                |                                     |
| Address Line 4:                  | Santa Barbara, CALIFORNIA 93101   |                |                                     |
| ATTORNEY DOCKET NUMBER:          | 2698-107  |                |                                     |
| NAME OF SUBMITTER:               | Kurt Koenig   |                |                                     |

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|   |               |
|---|---------------|
| Signature:  | /Kurt Koenig/ |
| Date:   | 12/14/2012    |
| Total Attachments: 1<br>source=Assigment_M5#page1.tif |               |

**TRADEMARK ASSIGNMENT**

This Assignment ("Assignment") is made as of October 29, 2012 ("Effective Date") from **OLÉ IMPORTS, LLC**, a New York limited liability company ("ASSIGNOR") to **MARGERUM WINE COMPANY, INC.**, a California corporation ("ASSIGNEE").

**WHEREAS**, ASSIGNOR is the owner of record of the mark **M5 & DESIGN** ("the Mark"), which has been assigned Registration No. 3638761 by the United States Trademark Office ("the Registration"), in connection with the goods and services on which the Mark is used ("the Goods"); and

**WHEREAS**, ASSIGNOR desires to quitclaim, convey, transfer, assign, deliver, and contribute to ASSIGNEE whatever right, title, and interest it may own in and to the mark M5, the Mark, and the Registration, together with that part of the good will of the business connected with the use of and symbolized by the Mark.

**NOW, THEREFORE**, in consideration of good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, ASSIGNOR hereby quitclaims, conveys, transfers, assigns, delivers, and contributes to ASSIGNEE all of ASSIGNOR'S right, title, and interest of whatever kind in and to the Mark and the Registration in perpetuity, together with (1) that part of the good will of the business connected with the use of and symbolized by the Mark; (2) all income, royalties, and damages hereafter due or payable to ASSIGNOR with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Mark; and (3) all rights to sue for past, present, and future infringements or misappropriations of the Mark.

ASSIGNOR further covenants that it will execute all reasonably necessary documents, papers, forms, and authorizations and take all other reasonably necessary actions that may be necessary for securing, completing, or vesting in ASSIGNEE full right, title, and interest in the Mark. Assignor hereby appoints Assignee, with the full power of substitution therein, as its true and lawful attorney-in-fact for the limited purpose of executing such papers and performing such other proper acts as are reasonably necessary to secure to Assignee, or to its successors or assigns, the rights hereby transferred.

**IN WITNESS WHEREOF**, ASSIGNOR has duly executed and delivered this Assignment, as of the Effective Date.

OLÉ IMPORTS, LLC



Patrick Mata, Manager