

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
Playboy Enterprises International, Inc.		04/12/2013	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Orin Swift Cellars, LLC		
Street Address:	PO Box 475		
City:	Rutherford		
State/Country:	CALIFORNIA		
Postal Code:	94573		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85556841	BLINDFOLD	
CORRESPONDENCE DATA			
Fax Number:	7079633130		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	707 963 3030		
Email:	dan@lawofficeofdanielreidy.com		
Correspondent Name:	Daniel Reidy		
Address Line 1:	1230 Spring Street, Suite B		
Address Line 4:	St. Helena, CALIFORNIA 94574		
NAME OF SUBMITTER:	Daniel Reidy		
Signature:	/DanielReidy/		
Date:	04/17/2013		
Total Attachments: 1 source=OSC Blindfold Assignment From Playboy Signed (04 12 13)#page1.tif			

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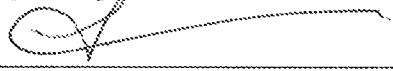
U.S. TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Playboy Enterprises International, Inc., with an address at 9346 Civic Center Drive, Beverly Hills California 90210 ("Assignor"), hereby conveys, transfers, and assigns to Orin Swift Cellars, LLC ("Assignee"), a California limited liability Company, effective as of the date hereof, all of its right, title, and interest in the United States in and to the name and trademark BLINDFOLD, including the U.S. Trademark Application No. 85556841 therefor, (the "Trademark") in connection with the sale of, or intended sale of, wine, any and all goodwill of the business connected with the use of, and symbolized by, the same, and the business in connection with which the trademark is intended to be used, together with all rights of action accrued, accruing, and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs, and fees associated therewith.

Assignor agrees to execute any further documents as Assignee may reasonably request in order to effect this Assignment.

Assignor represents and warrants that: (a) Assignor has all right, title and authority to enter into this Agreement and grant the assignment granted in this Agreement, free and clear of any and all security interests or other encumbrances; and (b) there are no infringement allegations or trademark demands by Assignor, or to Assignor's knowledge, against Assignor regarding the Trademark.

Playboy Enterprises International, Inc.

By: 

[Signature]

Its: ASSOCIATE GENERAL COUNSEL - LICENSING AFFAIRS

Date: 4/12/13