

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
Jackson Family Wines, Inc.		07/18/2012	CORPORATION: DELAWARE
RECEIVING PARTY DATA			
Name:	Ate My Heart Inc.		
Street Address:	1880 Century Park East, Suite 1600		
Internal Address:	C/O Jeff Gillman, Gelfand, Rennert And Feldman, L.L.P.		
City:	Los Angeles		
State/Country:	CALIFORNIA		
Postal Code:	90067		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4024775	GAGA	
CORRESPONDENCE DATA			
Fax Number:	2127986915		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	212 326 0831		
Email:	jalbrink@pryorcashman.com		
Correspondent Name:	Teresa Lee		
Address Line 1:	7 Times Square, c/o Pryor Cashman LLP		
Address Line 4:	New York, NEW YORK 10036-6569		
ATTORNEY DOCKET NUMBER:	16419.00004		
NAME OF SUBMITTER:	Brad D. Rose		
Signature:	/Brad D. Rose/		

900252700

TRADEMARK
REEL: 005008 FRAME: 0810

CH \$40.00 4024775

Date:

04/17/2013

Total Attachments: 3

source=GAGA wine - assnmt#page1.tif

source=GAGA wine - assnmt#page2.tif

source=GAGA wine - assnmt#page3.tif

ASSIGNMENT OF TRADEMARK

This Assignment is made and entered into effective as of ^{July 19} June 19, 2012 by and between Jackson Family Wines, Inc. (^{Assignor} "Assignee"), a Delaware Corporation, with an address at 425 Aviation Boulevard, Santa Rosa, CA 95403, and its parent and affiliates, including Jackson Family Farms, LLC (Jackson Family Wines and its affiliates collectively referred to herein as "JFW") and Ate My Heart Inc. (^{Assignee} "Assignor"), a California Corporation with an address of C/O Jeff Gillman, Gelfand, Rennert And Feldman, L.L.P. 1880 Century Park East, Suite 1600, Los Angeles, CA 90067.

WHEREAS, Assignor owns a trademark (the "Mark") for which it procured a registration (hereinafter "Registration") as set forth below: (the Mark and Registration are hereinafter collectively referred to as the "Property");

Reg. No. 4024775 for the mark GAGA in Class 33 for "wines"

WHEREAS, Assignee wishes to acquire from Assignor all of its right, title and interest in, to and under such Property;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby assigns, transfers, conveys and grants to Assignee, its successors, assigns and legal representatives forever, Assignor's entire right, title and interest in and to such Property throughout the world in perpetuity, together with the goodwill associated therewith and that part of the Assignor's business connected with the use thereof and symbolized thereby, and any and all of Assignor's other rights, privileges and priorities provided under state and federal law of the United States, and under the laws of any and

and all foreign jurisdictions with respect to the Property, including without limitation, Assignor's common law rights and rights under the laws of unfair competition, and any and all rights of action at law and suits in equity to recover for past infringements of the Property currently known to Assignor as of the date hereof or that may become known after the date of this Agreement (the "Transferred Rights"), and any and all of Assignor's rights to obtain renewals, reissues, and extensions for such Property upon registration of such Property throughout the world, or other legal protections pertaining to the Transferred Rights.

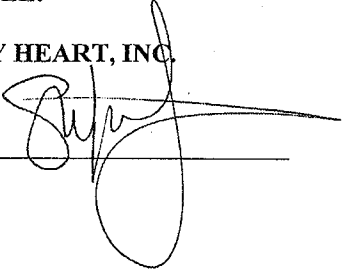
ASSIGNOR:

JACKSON FAMILY WINES

By: _____

ASSIGNEE:

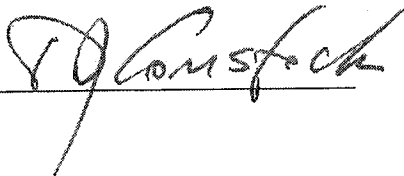
ATE MY HEART, INC.

By: _____


all foreign jurisdictions with respect to the Property, including without limitation, Assignor's common law rights and rights under the laws of unfair competition, and any and all rights of action at law and suits in equity to recover for past infringements of the Property currently known to Assignor as of the date hereof or that may become known after the date of this Agreement (the "Transferred Rights"), and any and all of Assignor's rights to obtain renewals, reissues, and extensions for such Property upon registration of such Property throughout the world, or other legal protections pertaining to the Transferred Rights.

ASSIGNOR:

JACKSON FAMILY WINES

By: 

ASSIGNEE:

ATE MY HEART, INC.

By: _____