

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
The Trustees of the Coppola Family Trust, composed of Francis Ford Coppola, a U.S. citizen, and Eleanor Coppola, a U.S. citizen		08/13/2012	TRUST: CALIFORNIA

RECEIVING PARTY DATA

Name:	GMYL, L.P.
Street Address:	916 Kearny Street
City:	San Francisco
State/Country:	CALIFORNIA
Postal Code:	94133
Entity Type:	LIMITED PARTNERSHIP: CALIFORNIA

PROPERTY NUMBERS Total: 28

Property Type	Number	Word Mark
Serial Number:	85488775	A TAVOLA
Registration Number:	4002828	A TAVOLA
Registration Number:	3465318	CELESTIAL BLUE LABEL
Registration Number:	3465319	CELESTIAL BLUE LABEL MALBEC
Registration Number:	3644735	CINEMA
Registration Number:	2974151	DIAMOND COLLECTION
Registration Number:	2383399	DIAMOND SERIES
Registration Number:	3888531	DIRECTOR'S
Serial Number:	85043401	EMERALD LABEL
Registration Number:	3627606	ENCYCLOPEDIA
Registration Number:	3665584	FRANCIS FORD COPPOLA PRESENTS ROSSO & BI
Registration Number:	3680566	KNOWINE

CH \$715.00 85488775

Serial Number:	85043414	MAGENTA LABEL
Registration Number:	3484676	NC · CALIFORNIA VINEYARDS ·
Serial Number:	85043407	PLUM LABEL
Registration Number:	2366884	ROSSO & BIANCO
Registration Number:	3588229	SIP A DIAMOND
Registration Number:	3526536	SOFIA BLANC DE BLANCS FRANCIS COPPOLA RE
Registration Number:	3526535	SOFIA MINI BLANC DE BLANCS CALIFORNIA
Registration Number:	3526537	SOFIA ROSÉ FRANCIS COPPOLA
Registration Number:	3819106	SU YUEN
Registration Number:	3357311	VINOFLAGE
Registration Number:	3538683	VINOFLAGE
Registration Number:	3528867	VOTRE SANTÉ
Registration Number:	2573673	WINE FOR EVERYDAY LIFE.
Registration Number:	2573672	WINE FOR EVERYDAY LIFE.
Registration Number:	3405575	
Serial Number:	85352787	ZASA SANTÉ

CORRESPONDENCE DATA

Fax Number: 4158828220
Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.
Phone: 415.882.8200
Email: pltrademarks@klgates.com, jocelyn.belloni@klgates.com, eve.gornall@klgates.com, rizalina.florencio@klgates.com
Correspondent Name: Susan E. Hollander, Esq.
Address Line 1: K&L Gates LLP
Address Line 2: 4 Embarcadero Center, Suite 1200
Address Line 4: San Francisco, CALIFORNIA 94111

ATTORNEY DOCKET NUMBER:	1402043.00001 TRUSTEE-GMY
NAME OF SUBMITTER:	Jocelyn M. Belloni
Signature:	/Jocelyn M. Belloni/
Date:	09/26/2013

Total Attachments: 3

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TRADEMARK ASSIGNMENT AGREEMENT

This Trademark Assignment Agreement ("Trademark Agreement") is entered into as of August 13, 2012, (the "Effective Date") by and between The Trustees of The Coppola Family Trust, a California trust, with the address of 916 Kearny Street, San Francisco, California 94133 ("Assignor") and GMVYL, L.P., a California limited partnership, with its principal business offices at 916 Kearny Street, San Francisco, California 94133 ("Assignee").

WHEREAS, Assignor is composed of Francis Ford Coppola, a U.S. citizen, and Eleanor Coppola, a U.S. citizen, as Trustees;

WHEREAS, Assignor owns all right, title and interest in and to the trademarks listed in the attached Exhibit A, all applications and registrations pertaining thereto and all common law rights associated therewith, together with all goodwill arising from the use of and symbolization by said trademarks (collectively referred to herein as the "Trademarks"); and

WHEREAS, Assignor desires to transfer all right, title and interest in and to the Trademarks to Assignee.

NOW, THEREFORE, in consideration of their mutual interests and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor and Assignee agree as follows:

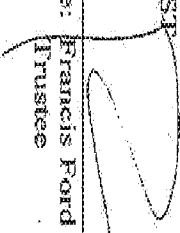
1. Assignor hereby assigns, transfers, sells, conveys, and delivers to Assignee, its successors and assigns, all right, title and interest in and to the Trademarks throughout the world, including without limitation the goodwill of the business appurtenant thereto and which is symbolized thereby, that portion of the business to which the Trademarks pertain, including the right to license others under the Trademark and the right to renew any trademark registrations which shall issue from the applications included in the Trademarks, to be held and enjoyed by Assignee for its own use and benefit and for the use and benefit of its successors, assigns and legal representatives, to be used as fully and entirely as said rights would have been held and enjoyed by Assignor had this assignment and sale not been made.
2. Assignor authorizes Assignee to record this agreement in the United States Patent & Trademark Office and in similar government offices throughout the world.
3. This Trademark Agreement shall be construed, performed and enforced in accordance with, and governed by, the laws of the State of California, without giving effect to the principles of conflicts of law.

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IN WITNESS WHEREOF, the Trademark Agreement is effective as of the day and year first above written.

ASSIGNOR

THE TRUSTEES OF THE COPPOLA FAMILY TRUST

By: 
Name: Francis Ford Coppola
Title: Trustee

ASSIGNEE

GMVYL, L.P.
By: Sentinel Corp.,
General Partner

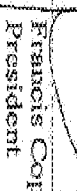
By: 
Name: Francis Coppola
Title: President

EXHIBIT A

MARK	REG./APP. NO.	COUNTRY	CLASS
CINEMA	1547007	Canada	33
Wrap Around Label - Trade Dress	706933	Canada	33
Wrap Around Label - Trade Dress	1547434	Canada	33
CINEMA	IR 1094223	China	33
Wrap Around Label - Trade Dress	IR 1097725	China	33
DIAMOND COLLECTION	9487349	CTM	33
Wrap Around Label - Trade Dress	IR 1097725	CTM	33
Wrap Around Label - Trade Dress	IR 917762	CTM	33
CINEMA	IR 1094223	Japan	33
A TAVOLA	85/488775	United States	33
Celestial Blue Label - Trade Dress	4,002,828	United States	43
Celestial Blue Label - Trade Dress	3,465,318	United States	33
CINEMA	3,465,319	United States	33
DIAMOND COLLECTION	3,644,735	United States	33
DIAMOND SERIES	2,974,151	United States	33
DIAMOND SERIES	2,383,399	United States	33
DIRECTOR'S	3,888,531	United States	33
Emerald Label - Trade Dress	85/043,401	United States	33
ENCYCLOPEDIA	3,627,606	United States	33
FRANCIS FORD COPPOLA PRESENTS	3,665,584	United States	33
ROSSO & BIANCO & Design			
KNOWINE	3,680,566	United States	33, 35
Magenta Label - Trade Dress	85/043,414	United States	33
NC CALIFORNIA VINEYARDS & Design	3484676	United States	33
Plum Label - Trade Dress	85/043,407	United States	33
ROSSO & BIANCO	2,366,884	United States	42
SIP A DIAMOND	3,588,229	United States	33
SOFIA BLANC DE BLANCS FRANCIS	3,526,536	United States	33
COPPOLA & Design			
SOFIA MINI BLANC DE BLANCS	3,526,535	United States	33
CALIFORNIA & Design			
SOFIA ROSE FRANCIS COPPOLA & Design	3,526,537	United States	33
SU YUEN	3,819,106	United States	33
VINOFLAGE	3,538,683	United States	24
VINOFLAGE	3,357,311	United States	25
VOTRE SANTE	3,528,867	United States	33
WINE FOR EVERYDAY LIFE.	2,573,673	United States	33
WINE FOR EVERYDAY LIFE. Stylized	2,573,672	United States	33
Wrap Around Label - Trade Dress	3,405,575	United States	33
ZASA SANTE	85/352787	United States	33
CINEMA	IR 1094223	WIPO	33
Wrap Around Label - Trade Dress	IR 917762	WIPO	33
Wrap Around Label - Trade Dress	IR 1097725	WIPO	33

TRADEMARK

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