

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
David S. Phinney		11/07/2013	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	Shooting Gallery Wines, LLC		
Street Address:	1352 Main Street		
City:	Saint Helena		
State/Country:	CALIFORNIA		
Postal Code:	94574		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4351161	E SERCULUS PERURO	
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:	7079633030		
Email:	dan@lawofficeofdanielreidy.com		
Correspondent Name:	Daniel A. Reidy		
Address Line 1:	1230 Spring Street, Suite B		
Address Line 2:	Law Office of Daniel Reidy		
Address Line 4:	Saint Helena, CALIFORNIA 94574		
NAME OF SUBMITTER:	Daniel A. Reidy		
Signature:	/daniel reidy/		
Date:	11/13/2013		
Total Attachments: 1 source=E Assignment from Phinney to SGW#page1.tif			

OP \$40.00 4351161

U.S. TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, David S. Phinney, an individual, with an address at PO Box 475, Rutherford, CA 94573 ("Assignor") hereby conveys, transfers, and assigns to Shooting Gallery Wines, LLC, a California LLC with an address at 1352 Main Street, Saint Helena CA 94574 ("Assignee"), effective as of the date hereof, all right, title, and interest throughout the world in and to the name and trademark E, including the U.S. Trademark Application No. 4351161 and International Trademark Registration No. 1165917 (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; (b) to the best of Assignor's knowledge, there are no other assignments, consents, or agreements with any third party in conflict with this Agreement; and (c) there are no infringement allegations or trademark demands by or against Assignor regarding the Trademark.

David S. Phinney ("Assignor")

By: 

David S. Phinney

November 7, 2013