

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	05/06/2013		
CONVEYING PARTY DATA			
	Name	Formerly	Execution Date
	Jackson Family Investments III, LLC		08/12/2013
			LIMITED LIABILITY COMPANY: DELAWARE
RECEIVING PARTY DATA			
Name:	Jackson Family Farms, LLC		
Street Address:	421 Aviation Blvd.		
City:	Santa Rosa		
State/Country:	CALIFORNIA		
Postal Code:	95403		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
	Property Type	Number	Word Mark
	Registration Number:	3550848	ZENA CROWN VINEYARD
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	707-547-4752		
Email:	judith.schvimmer@jfwmail.com		
Correspondent Name:	Judith M. Schvimmer		
Address Line 1:	421 Aviation Blvd.		
Address Line 2:	Legal Dept.		
Address Line 4:	Santa Rosa, CALIFORNIA 95403		
ATTORNEY DOCKET NUMBER:	ZENA CROWN VINEYARD		
NAME OF SUBMITTER:	Judith M. Schvimmer		

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Signature:	/Judith M. Schwimmer/
Date:	12/03/2013
Total Attachments: 4 source=13.05.06_TM Assignment & Bill of Sale - ZENA CROWN VINEYARD (JFI III to JFF)#page1.tif source=13.05.06_TM Assignment & Bill of Sale - ZENA CROWN VINEYARD (JFI III to JFF)#page2.tif source=13.05.06_TM Assignment & Bill of Sale - ZENA CROWN VINEYARD (JFI III to JFF)#page3.tif source=13.05.06_TM Assignment & Bill of Sale - ZENA CROWN VINEYARD (JFI III to JFF)#page4.tif	

ASSIGNMENT AND BILL OF SALE

(JFI III to JFF – Gran Moraine Vineyard & Zena Crown Vineyard Trademarks)

THIS ASSIGNMENT AND BILL OF SALE (this "Assignment") is entered into this 6th day of May 2013 by and between JACKSON FAMILY INVESTMENTS III, LLC, a Delaware corporation with offices at 421 Aviation Boulevard, Santa Rosa, California 95403 ("Assignor"), and JACKSON FAMILY FARMS, LLC, a California limited liability company with offices at 421 Aviation Boulevard, Santa Rosa, California 95403 ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of the trademark registrations for the marks identified more fully in the attached Exhibit A and Exhibit B (the "Trademarks"), and further is the sole and exclusive owner of all business goodwill related therewith and symbolized thereby, worldwide (the "Territory"); and

WHEREAS, Assignee desires to acquire all rights, title and interest in and to the Trademarks and all business goodwill related therewith;

NOW, THEREFORE, TO ALL IT MAY CONCERN:

Be it known that in consideration of the payment by Assignee to Assignor of the sum of **TEN THOUSAND DOLLARS AND NO CENTS (\$10,000.00)** (the "Purchase Price"), of which \$5,000 is for the Gran Moraine trademark as described in Exhibit A and \$5,000.00 is for the Zena West trademark as described in Exhibit B, and other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers unto Assignee the full and exclusive entire right, title, and interest in and to the Trademarks, and the business goodwill associated therewith, including, without limitation, all renewals therefor, all proceeds therefor (including, but not limited to, all license royalties and proceeds of infringement suits), the right to sue for past, present, and future infringements, and the goodwill of the business associated with and symbolized by the Trademarks.

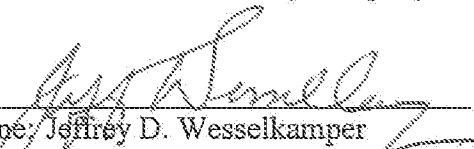
The trademarks are being assigned in conjunctions with the goodwill associated therewith, as well as with the right to sue for past, present, and future infringements. An assignment of trademarks without the assignment of the associated goodwill would be invalid.

[Signature Page Follows]

IN WITNESS WHEREOF, this Assignment and Bill of Sale has been duly executed on the day and year first above written.

ASSIGNOR:

Jackson Family Investments III, LLC,
A Delaware limited liability company

By: 
Name: Jeffrey D. Wesselkamper
Title: President

ASSIGNEE:

Jackson Family Farms, LLC
A California limited liability company

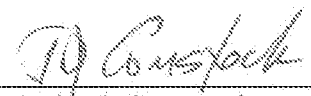
By: 
Name: Tyler J. Comstock
Title: Executive Vice President and Chief
Financial Officer

Exhibit A

United States registered federal trademark "Gran Moraine Vineyard" (Reg. #4022954).

Exhibit B

United States registered federal trademark "Zena Crown Vineyard" (Reg. #3550848).