

## 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
Purple Wine Company, LLC		10/28/2013	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Bronco Wine Company		
Street Address:	6342 Bystrum Road		
City:	Ceres		
State/Country:	CALIFORNIA		
Postal Code:	95307		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3883949	ROCK RABBIT	
CORRESPONDENCE DATA			
Fax Number:	6172359493		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	617-951-7000		
Email:	trademarks@ropesgray.com		
Correspondent Name:	Emilia F. Cannella, Ropes & Gray LLP		
Address Line 1:	Prudential Tower		
Address Line 2:	800 Boylston Street		
Address Line 4:	Boston, MASSACHUSETTS 02199		
ATTORNEY DOCKET NUMBER:	BWIM-TIP : ROCK RABBIT		
NAME OF SUBMITTER:	Emilia F. Cannella		
Signature:	/Emilia F. Cannella/		

CH \$40.00 3883949

Date:

12/23/2013

**Total Attachments: 3**

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TRADEMARK ASSIGNMENT

This ASSIGNMENT is dated as of October 31, 2013, and is made from Purple Wine Company, LLC, a California limited liability company, having its principal place of business at 9119 Graton Road, Graton, CA 95444 (the "Assignor"), to Bronco Wine Company, a California corporation, having its principal place of business at 6342 Bystrum Road, Ceres, California 95307 (together with its successors and assigns, the "Assignee").

WHEREAS, the Assignor has adopted, owns and is using certain trademarks relating to the "Rock Rabbit" brand, including without limitation the trademark ROCK RABBIT and all logos and designs associated therewith (collectively, the "Mark"), for which the Assignor owns all common law rights associated therewith and the trademark applications and/or registrations that are listed in Schedule A attached hereto and incorporated herein by reference.

WHEREAS, the Assignor has agreed to assign to the Assignee all of the worldwide rights, title, and interests of the Assignor in and to the Mark, the goodwill associated with the Mark, and all registrations and applications for registration thereof, and the Assignee has agreed to accept said assignment.

NOW, THEREFORE, for TEN DOLLARS (USD) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby assigns, transfers, and conveys to the Assignee, and the Assignee, as the successor to the portion of the ongoing and existing business to which the Mark pertains, hereby accepts from the Assignor, all of the rights, title, and interests of the Assignor in and to the Mark, together with the goodwill of the business symbolized by the Mark, all rights of action accrued and to accrue under and by virtue thereof, including the right to sue and recover for damages and profits and all other remedies for past infringements thereof.

This Trademark Assignment may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same instrument.

ASSIGNOR:

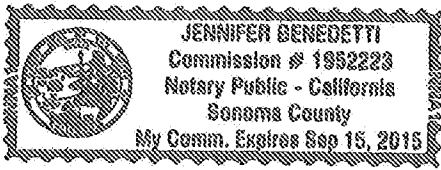
PURPLE WINE COMPANY, LLC

Dated: October 24, 2013

By: [Signature]  
Name: Robin Nehasil  
Title: Secretary

Sworn to before me this 24th day  
of October, 2013

[Signature]  
Notary Public



My commission expires: 9.15.15

ASSIGNEE:

BRONCO WINE COMPANY

Dated: Oct 28, 2013

By: [Signature]  
Name: Fred T. Franzia  
Title: CEO

Sworn to before me this \_\_\_\_\_ day  
of \_\_\_\_\_,

\_\_\_\_\_  
Notary Public

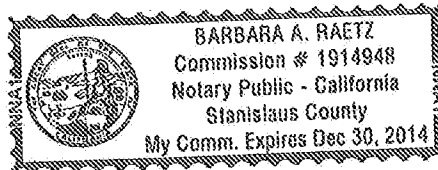
My commission expires: \_\_\_\_\_

State of California  
County of Stanislaus

Subscribed and sworn to (or affirmed) before me on this 28  
day of October, 2013, by Fred T. Franzia, proved to me on the  
basis of satisfactory evidence to be the person(s) who  
appeared before me.

[Signature]  
Notary Public

My commission expires: 12-30-14



SCHEDULE A

<u>Trademark</u>	<u>Jurisdiction</u>	<u>Owner</u>	<u>Registration/ Application No.</u>	<u>Status</u>
Rock Rabbit	U.S.	Purple Wine Company	3,883,949	Registered
Rock Rabbit	Canada	Purple Wine Company	TMA638,138	Registered
Rock Rabbit	OHIM (EU)	Purple Wine Company	003234804	Registered

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