

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM311438

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|---|--|-----------------------|-------------------------|
| SUBMISSION TYPE: | NEW ASSIGNMENT | | |
| NATURE OF CONVEYANCE: | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL | | |
| CONVEYING PARTY DATA | | | |
| Name | Formerly | Execution Date | Entity Type |
| Fortress Vineyards, Inc. | | 07/16/2014 | CORPORATION: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | Jackson Family Farms, LLC | | |
| Street Address: | 421 Aviation Boulevard | | |
| City: | Santa Rosa | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 95403 | | |
| Entity Type: | LIMITED LIABILITY COMPANY: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 2 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3020807 | FORTRESS VINEYARDS | |
| Registration Number: | 3538471 | NOVATEUR | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 7075474767 | | |
| <i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i> | | | |
| Phone: | 707-525-6230 | | |
| Email: | Judith.Schvimmer@jfwmail.com | | |
| Correspondent Name: | Judith M. Schvimmer | | |
| Address Line 1: | 421 Aviation Boulevard | | |
| Address Line 2: | Legal Department | | |
| Address Line 4: | Santa Rosa, CALIFORNIA 95403 | | |
| ATTORNEY DOCKET NUMBER: | FORTRESSVINYARDS/NOVATEUR | | |
| NAME OF SUBMITTER: | Judith M. Schvimmer | | |
| SIGNATURE: | /Judith M. Schvimmer/ | | |
| DATE SIGNED: | 07/22/2014 | | |
| Total Attachments: 2 | | | |
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| source=14.07.16_NOVATEUR & FORTRESS VINEYARDS_Assignment of Trademarkst_fully executed#page2.tif | | | |

CH \$65.00 3020807

ASSIGNMENT OF TRADEMARKS

This Assignment is made and entered into effective as of July 16, 2014, by and between Fortress Vineyards, Inc. ("Assignor"), a California corporation, with an address at 3624 Incantare Court, Santa Rosa, CA 95404, and Jackson Family Farms, LLC ("Assignee"), a California limited liability company, with an address at 421 Aviation Boulevard, Santa Rosa, CA 95403.

WHEREAS, Assignor owns the trademarks "Fortress Vineyards" and "Novateur," for which it procured U.S. federal trademark registrations as set forth below: (collectively referred to as the "Property");

U.S. Reg. No. 3020807 for the mark Fortress Vineyards in Class 33 for "wines"
U.S. Reg. No. 3538471 for the mark Novateur 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 United States and its territories in perpetuity, together with the goodwill associated therewith, 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 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.

[Signature Page Follows]

ASSIGNOR:

Fortress Vineyards, Inc.

By: Barbara Snider

Name: BARBARA SNIDER

Title: CORPORATE SECRETARY

ASSIGNEE:

Jackson Family Farms, LLC

By: Hugh Reimers

Name: HUGH REIMERS

Title: COO.