

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM363242

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Richard Grant Peterson PhD		11/16/2015	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bronco Wine Company		
<b>Street Address:</b>	6342 Bystrum Road		
<b>City:</b>	Ceres		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95307		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4282733	RICHARD GRANT	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6172359493		
<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>			
<b>Phone:</b>	617-951-7170		
<b>Email:</b>	trademarks@ropesgray.com		
<b>Correspondent Name:</b>	Emilia F. Cannella, Ropes & Gray LLP		
<b>Address Line 1:</b>	Prudential Tower, 800 Boylston Street		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02199		
<b>ATTORNEY DOCKET NUMBER:</b>	BWIM-TIP		
<b>NAME OF SUBMITTER:</b>	Emilia F. Cannella		
<b>SIGNATURE:</b>	/Emilia F. Cannella/		
<b>DATE SIGNED:</b>	11/20/2015		
<b>Total Attachments: 2</b>			
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## TRADEMARK ASSIGNMENT

This Assignment is dated as of Nov. 16, 2013 and is made from **Richard Grant Peterson** having his principal place of business at: 1120 Darms Lane, Napa, CA 94558 (the "Assignor"), to **Bronco Wine Company**, a California corporation, having its principal place of business at: 6342 Bystrum Road, Ceres, CA 95307 (together with its successors and assigns, the "Assignee").

WHEREAS, the Assignor has adopted, owns and is using certain trademarks relating to the "Richard Grant" brand, including without limitation the trademark **RICHARD GRANT** 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 **ONE THOUSAND DOLLARS (\$1,000.00)** 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:

**Richard Grant Peterson, Ph.D.**

By: 

Name: **Richard Grant Peterson, Ph.D.**

Title:

Assignee:

**Bronco Wine Company**

By: 

Name: **Fred T. Franzia**

Title: **C.E.O.**

## SCHEDULE A

<u>Trademark</u>	<u>Jurisdiction</u>	<u>Owner</u>	<u>Registration/ Application No.</u>	<u>Status</u>
RICHARD GRANT	United States	Richard Peterson	4,282,733	Registered

Initials: RP HT