

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM366001

<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>
Sonoma Wine Company		07/30/2015	LIMITED LIABILITY COMPANY: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Purple Wine Company		
<b>Street Address:</b>	9119 Graton Road		
<b>City:</b>	Graton		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95444		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4223392	ATHENAEUM	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	4153916493		
<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>Email:</b>	kit@commins.com		
<b>Correspondent Name:</b>	Kit L. Knudsen		
<b>Address Line 1:</b>	400 Montgomery Street, Suite 200		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94104		
<b>ATTORNEY DOCKET NUMBER:</b>	PWC.ATHENAEUM		
<b>NAME OF SUBMITTER:</b>	Kit L. Knudsen		
<b>SIGNATURE:</b>	/Kit L. Knudsen/		
<b>DATE SIGNED:</b>	12/16/2015		
<b>Total Attachments: 1</b>			
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OP \$40.00 4223392

**ASSIGNMENT OF TRADEMARK**

This Assignment of Trademark ("Assignment") is made, effective July 30, 2015, by Sonoma Wine Company, LLC, a limited liability company formed under the laws of the State of California (Assignor), in favor of Purple Wine Company, LLC, a limited liability company formed under the laws of the State of California (Assignee).

**RECITALS**

WHEREAS, Assignor is the owner of the following Trademark:

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>App. Ser. No.</u>	<u>Filing Date</u>
ATHENAEUM	4223392	10/9/2012	85543715	2/15/2012

WHEREAS, Assignee is the successor in interest to Assignor's ongoing and existing business to which the mark pertains;

and, WHEREAS, the Assignor desires to assign, and Assignee desires to receive, all right, title and interest in and to the Trademark for good and valuable consideration receipt of which is hereby acknowledged;

NOW THEREFORE, Assignor hereby assigns to Assignee, its successors and assigns, all of its right, title, and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark.

IN WITNESS WHEREOF, this Assignment is effective as of the date written above.

SONOMA WINE COMPANY, LLC

By: 

Name: Jeff Harris

Title: Cfo

PURPLE WINE COMPANY, LLC

By: 

Name: Jeff Harris

Title: Cfo