

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM368921

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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 |
| Peju Province | | 11/18/2015 | PARTNERSHIP: CALIFORNIA |
| RECEIVING PARTY DATA | | | |
| Name: | Peju Family Operating Partnership, LP | | |
| Street Address: | 8466 St. Helena Highway | | |
| City: | Rutherford | | |
| State/Country: | CALIFORNIA | | |
| Postal Code: | 94573 | | |
| Entity Type: | LIMITED PARTNERSHIP: CALIFORNIA | | |
| PROPERTY NUMBERS Total: 4 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 3738366 | FIFTY/FIFTY | |
| Registration Number: | 3707979 | PEJU | |
| Registration Number: | 3825976 | PERSEPHONE VINEYARD | |
| Registration Number: | 3880618 | TESS | |
| CORRESPONDENCE DATA | | | |
| Fax Number: | 7072556876 | | |
| <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: | 7072527122 | | |
| Email: | tmdept@dpf-law.com | | |
| Correspondent Name: | J. Scott Gerien | | |
| Address Line 1: | 1455 First Street, Suite 301 | | |
| Address Line 4: | Napa, CALIFORNIA 94559 | | |
| ATTORNEY DOCKET NUMBER: | PEJU001 | | |
| NAME OF SUBMITTER: | J. Scott Gerien | | |
| SIGNATURE: | /J. Scott Gerien/ | | |
| DATE SIGNED: | 01/12/2016 | | |
| Total Attachments: 2 source=assign#page1.tif | | | |

CH \$115.00 3738366

ASSIGNMENT OF TRADEMARKS

Whereas, Peju Province, a California partnership composed of Anthony Peju, a U.S. citizen and Herta Behensky, a U.S. citizen ("Assignor") owns the trademarks and attendant registrations identified in Exhibit A attached hereto ("Marks");

Whereas, Peju Family Operating Partnership, LP, a California limited partnership, with a principal business address of 8466 St. Helena Highway, Rutherford, CA 94573 ("Assignee") is desirous of acquiring said Marks and the registrations thereof;

Now, therefore, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to the said Marks, together with the goodwill of the business symbolized by the Marks and the attendant identified registrations thereof.

Peju Province

Dated: 11/18/15

[Signature]
Anthony Peju
Partner

Dated: 11/18/15

[Signature]
Herta Behensky
Partner

EXHIBIT A

| Trademark | U.S. Registration No. | Registration Date |
|---------------------|------------------------------|--------------------------|
| FIFTY/FIFTY | 3,738,366 | January 12, 2010 |
| PEJU | 3,707,979 | November 10, 2009 |
| PERSEPHONE VINEYARD | 3,825,976 | July 27, 2010 |
| TESS | 3,880,618 | November 23, 2010 |