

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM370275

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900347590		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sonoma Wine Company, LLC		07/30/2015	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Purple Wine Company, LLC		
Street Address:	9119 Graton Road		
City:	Graton		
State/Country:	CALIFORNIA		
Postal Code:	95444		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4314432	HALLBERG EST. 1947	
CORRESPONDENCE DATA			
Fax Number:	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>			
Email:	kit@commins.com		
Correspondent Name:	Kit L. Knudsen		
Address Line 1:	400 Montgomery Street, Suite 200		
Address Line 4:	San Francisco, CALIFORNIA 94104		
ATTORNEY DOCKET NUMBER:	PWC.HALLBERG 1947		
NAME OF SUBMITTER:	Kit L. Knudsen		
SIGNATURE:	/Kit L. Knudsen/		
DATE SIGNED:	01/25/2016		
Total Attachments: 1			
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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>
HALLBERG EST. 1947	4314432	4/2/2013	85543765	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: CEO

PURPLE WINE COMPANY, LLC

By: 

Name: Jeff Harris

Title: CEO