

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM384298

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
HV-PWC LLC		04/29/2016	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	FRANCISCAN VINEYARDS, INC.		
Street Address:	1178 Galleron Road		
City:	ST. HELENA		
State/Country:	CALIFORNIA		
Postal Code:	94574		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 9			
Property Type	Number	Word Mark	
Registration Number:	3444928	THE PRISONER	
Registration Number:	3448697		
Registration Number:	3658805	SALDO	
Registration Number:	4440704	CUTTINGS	
Registration Number:	4448407	BLINDFOLD	
Registration Number:	4649704	BLINDFOLD	
Registration Number:	4472368		
Registration Number:	4809568	THORN	
Serial Number:	86746698	THE MAKERY EXPERIENCE	
CORRESPONDENCE DATA			
Fax Number:	9087257088		
<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:	9087225640		
Email:	officeactions@br-tmlaw.com		
Correspondent Name:	Stephen L. Baker		
Address Line 1:	92 East Main Street		
Address Line 2:	Suite 302		
Address Line 4:	SOMERVILLE, NEW JERSEY 08876		

OP \$240.00 3444928

ATTORNEY DOCKET NUMBER:	slb 5.13.16.2
NAME OF SUBMITTER:	Stephen L. Baker
SIGNATURE:	/Stephen L. Baker/
DATE SIGNED:	05/12/2016

Total Attachments: 5

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ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS, effective as of April 29, 2016 (this “**Assignment**”), is made by Huneus Vintners LLC, a Delaware limited liability company having its principal place of business at 1040 Main Street, Suite 204, Napa, CA 94559 (“**HV**”), HV-PWC, LLC, a Delaware limited liability company having its principal place of business at 1040 Main Street, Suite 204, Napa, CA 94559 (“**PWC**” and together with HV, the “**Assignors**”), and Franciscan Vineyards, Inc., a Delaware corporation having its principal place of business at c/o Constellation Brands, Inc. 207 High Point Drive, Building 100 Victor, New York 14564 (together with its successors and assigns, the “**Assignee**”).

The Assignor has adopted, owns and is using certain trademarks relating to the Brands for which the Assignors own the trademark applications and/or registrations and all common law rights associated therewith, that are listed in **Schedule A** attached hereto and incorporated herein by reference (collectively, the “**Trademarks**”).

Each Assignor has agreed to assign to the Assignee all of the respective rights, title, and interests of such Assignor in and to the Trademarks, and the Assignee has agreed to accept said assignment.

For Ten Dollars (\$10.00) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, each 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 Trademarks pertain, hereby accepts from each Assignor, all of the respective the rights, title, and interests of each Assignor in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks, with the right to recover for damages and profits and all other remedies for past infringements thereof.

This Assignment may be executed in two or more counterparts, each of which shall be deemed an original. This Assignment and any counterpart so executed shall be deemed to be one and the same instrument. A signed copy of this Assignment delivered by facsimile, e-mail or other means of electronic transmission shall be deemed to have the same legal effect as delivery of an original signed copy of this Assignment.

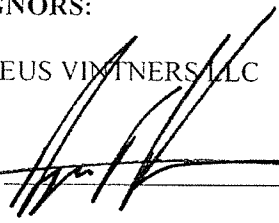
This Assignment is given pursuant to the terms of the Asset Purchase Agreement, dated as of April 5, 2016, by and among the Assignors and Assignee, as amended by Amendment #1, dated as of April 29, 2016 (the “**Purchase Agreement**”). The terms and conditions of the Purchase Agreement are incorporated herein by reference. All capitalized terms used herein but not otherwise defined shall have the same meanings as set forth in the Purchase Agreement. In the event of a conflict or inconsistency between the provisions of this Assignment and the provisions of the Purchase Agreement, the provisions of the Purchase Agreement will prevail.

[Remainder of this page intentionally left blank]

ASSIGNORS:

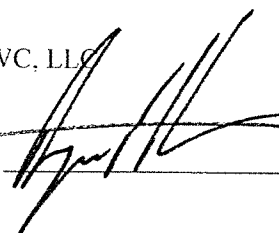
HUNNEUS VINTNERS LLC

Dated: _____, 2016

By: 
Name: _____
Title: _____

HV-PWC, LLC

Dated: _____, 2016

By: 
Name: _____
Title: _____

ASSIGNEE:

FRANCISCAN VINEYARDS, INC.

Dated: _____, 2016

By: _____
Name: _____
Title: _____

[Signature Page to Assignment of Trademarks]

ASSIGNORS:

HUNEEUS VINTNERS LLC

Dated: _____, 2016

By: _____
Name:
Title:

HV-PWC, LLC

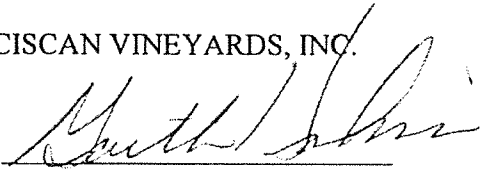
Dated: _____, 2016

By: _____
Name:
Title:

ASSIGNEE:


FRANCISCAN VINEYARDS, INC.


Dated: April 29, 2016

By: 
Name: Garth Hankinson
Title: Authorized Person in his capacity as SVP,
Corporate Development, Constellation
Brands, Inc.

[Signature Page to Assignment of Trademarks]

SCHEDULE A

Mark	Country	Application No.	Registration No.
SALDO	U.S.	77/304,622	3,658,805
SALDO	WIPO	N/A	1159058
SALDO	China – Madrid	N/A	1159058
THE PRISONER	U.S.	77/302,334	3,444,928
THE PRISONER	Canada	1698493	N/A
THE PRISONER	WIPO	N/A	1224131
THE PRISONER	European Community – Madrid	N/A	1224131
THE PRISONER	Japan – Madrid	N/A	1224131
THE PRISONER	Korea – Madrid	N/A	1224131
THE PRISONER	Russia – Madrid	N/A	1224131
THE PRISONER	Switzerland – Madrid	N/A	1224131
THE PRISONER	Mexico – Madrid	N/A	1224131
 [Prisoner Label Design]	U.S.	77/302,353	3,448,697
BLINDFOLD	U.S.	85/556,841	4,448,407
BLINDFOLD	U.S.	85/798,685	4,649,704
CUTTINGS	U.S.	85/436,441	4,440,704

Mark	Country	Application No.	Registration No.
 [Blindfold Label Design]	U.S.	85/825,941	4,472,368
THORN	U.S.	86/253,137	4,809,568
THE MAKERY EXPERIENCE	U.S.	86/746,698	N/A