

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM387213

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF AN UNDIVIDED PART OF ASSIGNOR'S INTEREST		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Haraszthy Family Cellars, LLC d/b/a Haraszthy Family Cellars		06/02/2016	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Bronco Wine Company		
Street Address:	6342 Bystrum Road		
City:	Ceres		
State/Country:	CALIFORNIA		
Postal Code:	95307		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4838224	BEARITAGE	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	617-951-7170		
Email:	trademarks@ropesgray.com		
Correspondent Name:	Emilia F. Cannella, Ropes & Gray LLP		
Address Line 1:	Prudential Tower, 800 Boylston Street		
Address Line 4:	Boston, MASSACHUSETTS 02199		
NAME OF SUBMITTER:	Emilia F. Cannella		
SIGNATURE:	/emilia cannella/		
DATE SIGNED:	06/09/2016		
Total Attachments: 3			
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CH \$40.00 4838224

PARTIAL TRADEMARK ASSIGNMENT

This ASSIGNMENT is dated as of June 2, 2016, and is made from Haraszthy Family Cellars, LLC d/b/a Haraszthy Family Cellars, a California limited liability company, with an address of 18650 7th Street East, Sonoma, California 95476 ("Assignor"), on the one hand, to Bronco Wine Company, a California corporation, with an address of 6324 Bystrum Road, Ceres, California 95307 ("Assignee"), on the other hand.

WHEREAS, Assignor owns all right, title, and interest in and to the trademark set forth in the attached Schedule A (the "Mark"), the goodwill associated with such Mark, all common law rights therein, and all registrations and applications for registration thereof;

WHEREAS, Assignee desires to acquire from Assignor, and Assignor wishes to transfer to Assignee, fifty percent (50%) of Assignor's entire right, title and interest in and to the Mark, the goodwill associated with such Mark, all common law rights therein, and all registrations and applications for registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor assigns to Assignee fifty percent (50%) of (i) Assignor's right, title and interest in and to the Mark, (ii) the goodwill of the business symbolized by the Mark, (iii) all common law rights therein, (iv) all registrations and applications for registration thereof, and (v) all rights of action accrued and to accrue under and by virtue thereof, including the right to sue and recover for past infringement of said Mark.

IN WITNESS WHEREOF, the undersigned has caused this Assignment to be executed by the signature of its duly authorized officer as of the date above first written.

HARASZTHY FAMILY CELLARS, LLC

By: _____

Vallejo Haraszthy

Owner

SCHEDULE A

Mark	Country	Reg. No.
BEARITAGE	United States	4,838,224

ACKNOWLEDGMENT

A notary public or other officer completing this certificate verifies only the identity of the individual who signed the document to which this certificate is attached, and not the truthfulness, accuracy, or validity of that document.

State of California
County of Stanislaus)

On June 2, 2016 before me, Barbara A. Raetz, Notary Public
(insert name and title of the officer)

personally appeared Vallejo Haraszthy,
who proved to me on the basis of satisfactory evidence to be the person~~(s)~~ whose name~~(s)~~ is/~~are~~
subscribed to the within instrument and acknowledged to me that he/~~she/they~~ executed the same in
his/~~her/their~~ authorized capacity~~(ies)~~, and that by his/~~her/their~~ signature~~(s)~~ on the instrument the
person~~(s)~~, or the entity upon behalf of which the person~~(s)~~ acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature Barbara A. Raetz (Seal)



Document
Partial Trademark Assignment
June 2, 2016
Vallejo Haraszthy