

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM393195

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Cecchetti Wine Company, Inc.		02/28/2014	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	O'Neill Beverage Co., Ltd		
Street Address:	8418 South Lac Jac Ave.		
City:	Parlier		
State/Country:	CALIFORNIA		
Postal Code:	93648		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	3455096	LINE 39	
Registration Number:	3330280	REDTREE	
Registration Number:	3802983	BACKHOUSE	
Registration Number:	4290099	AUSTERITY	
Registration Number:	4227617	EXITUS	
CORRESPONDENCE DATA			
Fax Number:			
<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:	415-226-1400		
Email:	barry@strikeandtechel.com		
Correspondent Name:	Barry Strike		
Address Line 1:	556 Commercial St.		
Address Line 4:	San Francisco, CALIFORNIA 94111		
NAME OF SUBMITTER:	Barry Strike		
SIGNATURE:	/BStrike/		
DATE SIGNED:	07/29/2016		
Total Attachments: 1	source=TM Assignment - 022814 (short)#page1.tif		

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ASSIGNMENT OF TRADEMARK

This ASSIGNMENT OF TRADEMARK (this "Assignment") is executed as of the 28th day of February, 2014, by and among CECCHETTI WINE COMPANY, INC., a California corporation ("Assignor"), in favor of O'NEILL BEVERAGES CO. LLC, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor is the current owner of the following trademarks (the "Trademarks") now registered in the U.S. Patent and Trademark office:

TRADEMARK	REGISTRATION DATE	US REGISTRATION NO.
Line 39	June 24, 2008	3455096
Redtree	November 6, 2007	3330280
<i>Design only</i>	October 14, 2008	3517916
Backhouse	June 15, 2010	3802983
Austerity	February 12, 2013	4290099
Exitus	October 16, 2012	4227617

WHEREAS, Assignee, having its principal offices at 101 Larkspur Landing Circle, Suite 350, Larkspur, California 94939, desires to acquire, and the Assignor wishes to assign, the Trademarks and the registration pursuant to this Assignment:

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest in and to said Trademarks, together with the goodwill symbolized by the Trademarks and the registration thereof.

ASSIGNOR:

Cecchetti Wine Company, Inc., a California corporation

By:



Roy Cecchetti, President

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