

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM395562

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Treasury Wine Estates America Company		07/01/2016	Corporation: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Bronco Wine Company		
<b>Street Address:</b>	6342 Bystrum Road		
<b>City:</b>	Ceres		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95307		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	1741594	STONE CELLARS	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3122241510		
<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>			
<b>Phone:</b>	312-224-1500		
<b>Email:</b>	awilcox@vaneklaw.com		
<b>Correspondent Name:</b>	Angela Wilcox		
<b>Address Line 1:</b>	55 West Monroe		
<b>Address Line 2:</b>	Suite 3500		
<b>Address Line 4:</b>	Chicago, ILLINOIS 60603		
<b>NAME OF SUBMITTER:</b>	Angela C. Wilcox		
<b>SIGNATURE:</b>	/Angela C. Wilcox/		
<b>DATE SIGNED:</b>	08/18/2016		
<b>Total Attachments: 6</b>			
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**DEED OF ASSIGNMENT**

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**DATED:**

**BETWEEN:**

Treasury Wine Estates Americas Company, a company incorporated in Delaware, United States of America of 555 Gateway Rd, Napa, California 94558, United States of Americas (**Assignor**)

**AND**

Bronco Wine Company, a company incorporated in the State of California of 6342 Bystrum Road, Ceres, CA 95307 (**Assignee**)

**RECITALS:**

- A. The Assignor is the legal and beneficial owner, and registered proprietor, of the trade marks described in Schedule A (**Trade Marks**).
- B. Under the Sale Agreement between the Parties, effective 1 July 2018, (**Sale Agreement**), the Assignor agreed to sell, and the Assignee agreed to purchase, all of the Assignor's right, title and interest in and to the Trade Marks in accordance with the terms and conditions set out in that agreement.
- C. Pursuant to the Sale Agreement, the Assignor and the Assignee hereby execute this Deed for the purpose of assigning all of the right, title and interest in and to the Trade Marks from the Assignor to the Assignee.

**IT IS HEREBY AGREED AS FOLLOWS:**

- 1. For the consideration set out in, and in accordance with the terms of, the Sale Agreement, the Assignor hereby assigns absolutely to the Assignee all of its right, title and interest in and to the Trade Marks on, prior to, or after the date of this Deed, including:
  - a. all goodwill attaching to and embodied in the Trade Marks; and
  - b. the right to bring, make, oppose, defend, appeal proceedings, claims or actions and obtain relief (and to retain any damages recovered) in respect of any infringement, or any other cause of action arising from ownership, of any of the Trade Marks whether occurring before, on, or after the date of this agreement.
- 2. This Deed may be executed in any number of counterparts. All counterparts will be taken to constitute one instrument.
- 3. This document is governed by and is to be construed in accordance with the laws applicable to the state of California, USA.
- 4. Each party irrevocably and unconditionally submits to the non-exclusive jurisdiction of the courts of the state of California, USA and any courts which have jurisdiction to hear appeals from any of those courts and waives any right to object to any proceedings being brought in those courts.

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SIGNED and delivered for and on behalf of the Assignor and the Assignee as a deed.

Signed and delivered as a deed for  
and on behalf of Treasury Wine  
Estates Americas Company )

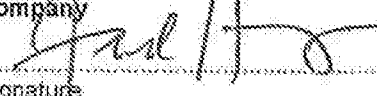
Signature 

By (name) Robert Spooner

Signature 

By (name) MICHAEL RULE

Signed and delivered as a deed for  
and on behalf of Bronco Wine  
Company )

Signature 

By (name) Fred T. FRANZIA

C.E.O.

Signature

By (name)

SCHEDULE A

BRAND: STONE CELLARS

Trademarks marked in yellow to be deleted.

COUNTRY	MARK	STATUS	CLASS	TRADE MARK NO.	APPLICATION DATE	REGISTRATION DATE	RENEWAL DATE
Belize	STONE CELLARS	Registered	33	5806.08	30/10/2008	23/02/2009	30/10/2018
Brazil	STONE CELLARS	Registered	33	829928839	14/10/2008	14/12/2010	14/12/2020
CANADA	STONE CELLARS	Registered		TMA605046	24-Jan-01	12/03/2004	12-Mar-19
China	STONE CELLARS	Registered	33	2001126503	17/07/2001	14/10/2004	13/10/2024
China	STONE CELLARS (Chinese Characters)	Registered	33	9114027	09/02/2011	14/12/2013	13/12/2023
Colombia	STONE CELLARS	Registered	33	8109483	14/10/2008	28/04/2009	28/04/2019
Costa Rica	STONE CELLARS	Registered	33	2008-0010101	09/10/2008	02/02/2010	02/02/2020
El Salvador	STONE CELLARS	Registered	33	117710	15/12/2008	27/08/2009	27/08/2019
Guatemala	STONE CELLARS	Registered	33	236	19/01/2009	17/08/2009	17/08/2019
Hong Kong	STONE CELLARS	Registered	33	200200878	07/06/2001	22/01/2002	07/06/2018
Indonesia	STONE CELLARS	Registered	33	D00200112066-12137	07/06/2001	27/01/2003	07/06/2021

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Japan	STONE CELLARS	Registered	33	2001-52225	08/06/2001	22/03/2002	22/03/2022
Malaysia	STONE CELLARS	Registered	33	2001/07185	12/06/2001	11/05/2012	12/06/2021
Mexico	STONE CELLARS	Registered	33	967484	13/10/2008	27/10/2009	13/10/2018
Panama	STONE CELLARS	Registered	33	176821-01	11/11/2008	28/10/2009	11/11/2018
Peru	STONE CELLARS	Registered	33	369663	13/10/2008	20/04/2009	20/04/2019
Philippines	STONE CELLARS	Registered	33	04-2001-004017	08/05/2001	08/07/2014	08/07/2024
Singapore	STONE CELLARS	Registered	33	T01/08388E	11/06/2001	11/06/2001	11/06/2021
Suriname	STONE CELLARS	Pending	33	23629	20/01/2012		
Switzerland	STONE CELLARS	Registered	33	55860/2005	15/07/2005	21/12/2005	15/07/2025
Taiwan	STONE CELLARS	Registered	33	1021397	31/10/2002	31/10/2002	31/10/2022
Thailand	STONE CELLARS	Registered	33	456628	15/06/2001	28/03/2002	14/06/2021
United States of America	STONE CELLARS	Registered	33	1,741,594	21-Apr-92	22-Dec-92	22-Dec-22
Venezuela	STONE CELLARS	Application allowed	33	20717-2008	22/10/2008		

**BRAND: CELLAR NO. 8**

COUNTRY	MARK	STATUS	CLASS	TRADE MARK NO	APPLICATION DATE	REGISTRATION DATE	RENEWAL DATE
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Australia	CELLAR NO. 8 Label	Registered	33	1453043	11/10/2011	10/05/2012	11/10/2021
Belize	CELLAR NO. 8	Registered	33	5809.08	30/10/2008	23/02/2009	30/10/2018
Canada	CELLAR NO. 8 Label	Registered	33	1563771	13/02/2012	29/05/2014	29/05/2029
CANADA	CELLAR NO. 8 LABEL	Registered	33	TMA879,010	13-Feb-12	29/05/2014	29-May-29
China	CELLAR NO. 8 (Chinese Characters)	Pending	33	9352550	18/04/2011		
China	CELLAR NO. 8	Registered	33	1061222	08/12/2010	08/12/2010	08/12/2020
China	CELLAR NO. 8 (Chinese Characters)	Registered	33	9873981	22/08/2011	07/03/2014	06/03/2024
China	CELLAR NO. 8 Label	Pending	33	1117490	10/02/2012		
Costa Rica	CELLAR NO. 8	Registered	33	2008-0010099	09/10/2008	29/05/2009	29/05/2019
El Salvador European Community TM	CELLAR NO. 8	Registered	33	117715	15/12/2008	21/08/2009	21/08/2019
Guatemala	CELLAR NO. 8	Registered	33	1061222	08/12/2010	08/12/2010	08/12/2020
Hong Kong	CELLAR NO. 8 (Chinese Characters)	Registered	33	241	19/01/2009	17/08/2009	17/08/2019
Hong Kong	CELLAR NO. 8 Label	Registered	33	302007620	17/08/2011	17/08/2011	16/08/2021
Indonesia	CELLAR NO. 8 Label	Registered	33	302157381	10/02/2012	18/12/2012	09/02/2022
	CELLAR NO. 8 Label	Pending	33	D002013 017648	17/04/2013		

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Japan Madrid Protocol	CELLAR NO. 8 Label	Registered	33	1117490	10/02/2012	10/02/2012	10/02/2012	10/02/2022
Madrid Protocol	CELLAR NO. 8	Registered	33	1061222	08/12/2010	08/12/2010	08/12/2010	08/12/2020
Madrid Protocol	CELLAR NO. 8 Label	Registered	33	1117490	10/02/2012	10/02/2012	10/02/2012	10/02/2022
Mexico	CELLAR NO. 8	Registered	33	942488	20/06/2008	16/02/2009	20/06/2018	20/06/2018
New Zealand	CELLAR NO. 8 Label	Registered	33	953843	13/02/2012	28/05/2015	11/10/2021	11/10/2021
Norway	CELLAR NO. 8 Label	Registered	33	1117490	10/02/2012	10/02/2012	10/02/2012	10/02/2022
Panama	CELLAR NO. 8	Registered	33	176817-01	11/11/2008	28/10/2009	28/10/2019	28/10/2019
Peru	CELLAR NO. 8	Registered	33	369665	13/10/2008	28/04/2009	28/04/2019	28/04/2019
Philippines	CELLAR NO. 8 Label	Registered	33	4-2013-004041	10/04/2013	17/10/2013	17/10/2023	17/10/2023
Singapore	CELLAR NO. 8	Registered	33	1061222	08/12/2010	08/12/2010	08/12/2020	08/12/2020
Switzerland	CELLAR NO. 8 Label	Registered	33	1117490	10/02/2012	10/02/2012	10/02/2022	10/02/2022
Taiwan	CELLAR NO. 8 Label	Registered	33	101006541	13/02/2012	16/09/2012	15/09/2022	15/09/2022
United States of America	CELLAR NO. 8	Registered	33	2,826,035	1-Jul-02	23-Mar-04	23-Mar-24	23-Mar-24