

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM395706

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Treasury Chateau & Estates	FORMERLY Diageo Chateau & Estate Wine Company	07/01/2016	Corporation: 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: 2			
Property Type	Number	Word Mark	
Serial Number:	86071889	THE GREAT AMERICAN WINE COMPANY BY ROSEN	
Serial Number:	86071897	THE GREAT AMERICAN WINE COMPANY	
CORRESPONDENCE DATA			
Fax Number:	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>			
Phone:	312-224-1500		
Email:	awilcox@vaneklaw.com		
Correspondent Name:	Angela Wilcox		
Address Line 1:	55 West Monroe		
Address Line 2:	Suite 3500		
Address Line 4:	Chicago, ILLINOIS 60603		
NAME OF SUBMITTER:	Angela C. Wilcox		
SIGNATURE:	/Angela C. Wilcox/		
DATE SIGNED:	08/19/2016		
Total Attachments: 4			
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DEED OF ASSIGNMENT

DATED:

BETWEEN:

Treasury Chateau & Estates, a company incorporated in California, United States of America of 555 Gateway Road, Napa, California 94558, United States of America (**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 2016, (**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.

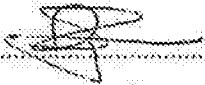
IT IS HEREBY AGREED AS FOLLOWS:


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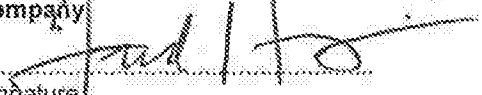
SIGNED and delivered for and on behalf of the Assignor and the Assignee as a deed.

Signed and delivered as a deed for
and on behalf of Treasury Chateau &
Estates

Signature 
By (name) Robert Spinner

Signature 
By (name) MICHAEL RULE

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

Signature 
By (name) Fred I. FRANZIA
CEO.

Signature _____
By (name) _____

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SCHEDULE A

BRAND: CENTURY CELLARS

Trademark in green to be assigned from Diageo North America Inc

COUNTRY	MARK	STATUS	CLASS	TRADE MARK NO.	APPLICATION DATE	REGISTRATION DATE	RENEWAL DATE
European Community TM	CENTURY CELLARS - Word Block Letters	Registered	32,33,43	003605581	09/01/2004	30/05/2005	09/01/2024
Finland	CENTURY CELLARS - Word Block Letters	Registered	32,33,43	T200802053	05/06/2008	31/12/2008	31/12/2018
Taiwan	CENTURY CELLARS - Word Block Letters	Registered	33	97016210	09/04/2008	01/04/2009	01/04/2019
United States of America	CENTURY CELLARS - Stylized Word	Registered	33	77/310206	22/10/2007	15/07/2008	15/07/2018
United States of America	CENTURY CELLARS - Word Block Letters	Registered	33	77/310198	22/10/2007	15/07/2008	15/07/2018
United States of America	CENTURY CELLARS - Word Block Letters	Registered	33	78/348837	07/01/2004	31/07/2007	31/07/2017

BRAND: ONCE UPON A VINE

COUNTRY	MARK	STATUS	CLASS	TRADE MARK NO.	APPLICATION DATE	REGISTRATION DATE	RENEWAL DATE
Canada	ONCE UPON A VINE	Registered	33	1520982	03/04/2013	19/04/2016	19/04/2031
European Community TM	ONCE UPON A VINE	Registered	33	011704368	02/04/2013	13/08/2013	02/04/2023
United States of America	ONCE UPON A VINE	Registered	33	85/744865	03/10/2012	14/01/2014	14/01/2024

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BRAND: THE GREAT AMERICAN WINE COMPANY

COUNTRY	MARK	STATUS	CLASS	TRADE MARK NO.	APPLICATION DATE	REGISTRATION DATE	RENEWAL DATE
Australia	THE GREAT AMERICAN WINE COMPANY	Pending	33	1768254	02/05/2016		
Canada	THE GREAT AMERICAN WINE COMPANY BY ROSENBLUM CELLARS	Under examination	33	1,669,285	21/03/2014		
China	THE GREAT AMERICAN WINE COMPANY	Pending	33	19305994	15/03/2016		
European Union	THE GREAT AMERICAN WINE COMPANY Logo	Registered	33	12717518	21/03/2014	21/03/2014	21/03/2024
Madrid Protocol	THE GREAT AMERICAN WINE COMPANY	Pending	33		4/05/2016		
New Zealand	THE GREAT AMERICAN WINE COMPANY	Pending	33		4/05/2016		
United States	THE GREAT AMERICAN WINE COMPANY	Pending	33	Appl. No. 86071889	23/09/2013		
United States	THE GREAT AMERICAN WINE COMPANY BY ROSENBLUM	Pending	33	Appl. No. 86071897	23/09/2013		

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