

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM400229

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JEAN-CLAUDE BOISSET WINES U.S.A., INC.		09/28/2016	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	WHEELER WINERY, INC.		
Street Address:	1791 Olivet Road		
City:	Santa Rosa		
State/Country:	CALIFORNIA		
Postal Code:	95401		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86917059	JCB FRENCH 69	
CORRESPONDENCE DATA			
Fax Number:	4153817515		
<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) 381-4161		
Email:	trademarks@donahue.com		
Correspondent Name:	Anne Hiaring Hocking		
Address Line 1:	80 East Sir Francis Drake Blvd.		
Address Line 2:	Suite 2M		
Address Line 4:	Larkspur, CALIFORNIA 94939		
NAME OF SUBMITTER:	Anne Hiaring Hocking		
SIGNATURE:	/Anne Hiaring Hocking/		
DATE SIGNED:	09/29/2016		
Total Attachments: 1			
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CH \$40.00 86917059

TRADEMARK ASSIGNMENT AGREEMENT

THIS ASSIGNMENT AGREEMENT (this "Agreement"), effective as of 9-28-16, 2016 (the "Effective Date"), is made by and between JEAN-CLAUDE BOISSET WINES U.S.A., INC., a California corporation ("Assignor"), with principal place of business located at 849 Zinfandel Lane, Saint Helena, California 94574, on the one hand, and WHEELER WINERY, INC., a California Corporation ("Assignee"), with a principal place of business located at 1791 Olivet Road, Santa Rosa, California 95401, on the other hand.

Assignor is the owner of the trademark JCB FRENCH 69, pending in the USPTO in Class 33, application #86/917,059. Assignor wishes to assign the Trademark to Assignee, and Assignee wishes to acquire the Trademark from Assignor. For good and valuation consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor and Assignee agree as follows:

Assignor hereby assigns, transfers, and conveys to Assignee all of its right, title, and interest, including common law rights of, in, and to the Trademark referenced above, together with the goodwill of the business associated with it, and the goodwill of the business intended to be associated with it.

Assignor represents and warrants as follows: that it has not assigned, transferred or otherwise conveyed the Trademark to any other party; that it has not abandoned the Trademark; and that it is not aware of any pending claim of infringement or dilution against the Trademark.

JEAN-CLAUDE BOISSET WINES
U.S.A., INC.
a California Corporation

WHEELER WINERY, INC.
a California Corporation

By: [Signature]
Name: Alain Boisset
Title: CEO

By: [Signature]
Name: Aldin Leannet
Title: CEO

Date: 9-28-16

Date: 9-28-16