

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM401041

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: 13			
Property Type	Number	Word Mark	
Registration Number:	3466416	CENTURY CELLARS	
Registration Number:	3466415	CENTURY CELLARS	
Registration Number:	3272769	CENTURY CELLARS	
Registration Number:	4718156	CHATEAU LA PAWS	
Registration Number:	4924037	CHATEAU LA PAWS FINE WINE	
Registration Number:	4467530	ONCE UPON A VINE	
Registration Number:	4411784	ROSE 'N' BLUM	
Registration Number:	2138979	ROSENBLUM CELLARS	
Registration Number:	4604328	ROSENBLUM CELLARS	
Registration Number:	4515420	GO BIG. GO BOLD. GO ROSENBLUM.	
Registration Number:	3692517	SNAP DRAGON	
Registration Number:	3683713	SNAP DRAGON	
Registration Number:	2916707	OROGENY	
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		

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TRADEMARK

Email: awilcox@vaneklaw.com
Correspondent Name: Angela Wilcox
Address Line 1: 55 West Monroe
Address Line 2: Suite 3500
Address Line 4: Chicago, CALIFORNIA 60603

NAME OF SUBMITTER: Angel C. Wilcox

SIGNATURE: /Angela C. Wilcox/

DATE SIGNED: 10/05/2016

Total Attachments: 7

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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:

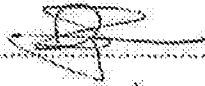
- 1. For the consideration set out in, and in accordance with the terms of, the Sale Agreement, the Assignor hereby assigns absolutely to the Assignee all of its right, title and interest in and to the Trade Marks on, prior to, or after the date of this Deed, including:
 - a. all goodwill attaching to 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.

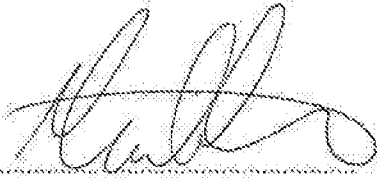
Signed and delivered as a deed for
and on behalf of Treasury Chateau &
Estates }

Signature


Robert Spinner

By (name)

Signature


MICHAEL RULE

By (name)

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

Signature


Eud. I. FRANZIA

By (name)

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 European Community TM	ONCE UPON A VINE	Registered	33	1620982	03/04/2013	19/04/2016	19/04/2031
United States of America	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	Word and Device						
	THE GREAT AMERICAN WINE	Pending	33	19305894	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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BRAND: ROSENBLUM

Trademark in green to be assigned from Diageo North America Inc

COUNTRY	MARK	STATUS	CLASS	TRADE MARK NO.	APPLICATION DATE	REGISTRATION DATE	RENEWAL DATE
Canada	ROSENBLUM CELLARS - Word Block Letters	Registered	33	1390956	11/04/2008	27/07/2009	27/07/2024
Canada	ROSENBLUM CELLARS and plow device	Registered	33	1721076	26/03/2015	04/05/2015	04/05/2030
China	ROSENBLUM	Registered	33	10844221	28/04/2012	28/07/2013	28/07/2023
China	ROSENBLUM CELLARS - Word Block Letters	Registered	33	10844220	28/04/2012	28/07/2013	28/07/2023
European Community	ROSE 'N' BLUM - Word Block Letters	Registered	33	11248283	9/10/2012	20/02/2013	20/02/2023
Finland	ROSENBLUM CELLARS - Word Block Letters	Registered	32,33,43	T200802072	05/06/2008	13/02/2009	13/02/2019
United States of America	GO BIG. GO BOLD. GO ROSENBLUM.	Registered	33	85/685250	24/07/2012	15/04/2014	15/04/2024
United States of America	ROSENBLUM CELLARS - Word Block Letters	Registered	33	75/255537	11/03/1997	24/02/1998	24/02/2018
United States of America	ROSENBLUM CELLARS and plow device	Registered	33	86/045866	22/08/2013	16/09/2014	16/09/2024
United States of America	ROSE 'N' BLUM - Word Block Letters	Registered	33	4411784	10/04/2012	1/10/2013	1/10/2023
Virgin Islands (U.S.)	ROSENBLUM CELLARS - Word Block Letters	Registered	33	7579	13/06/2008	13/06/2008	13/06/2018

BRAND: CHATEAU LA PAWS

COUNTRY	MARK	STATUS	CLASS	TRADE MARK NO.	APPLICATION DATE	REGISTRATION DATE	RENEWAL DATE
Canada	CHATEAU LA PAWS - Word Block Letters	Under examination	33	1735510	02/07/2015		
Canada	CHATEAU LA PAWS & device	Under examination	33	1735512	02/07/2015		
United States of America	CHATEAU LA PAWS - Word Block Letters	Registered	33	86/306670	11/05/2014	07/04/2015	07/04/2025
United States of America	CHATEAU LA PAWS & device	Pending	33	86/494159	02/01/2015		

BRAND: SNAP DRAGON

COUNTRY	MARK	STATUS	CLASS	TRADE MARK NO.	APPLICATION DATE	REGISTRATION DATE	RENEWAL DATE
Canada	SNAP DRAGON - Word block letters	Registered	33	1423869	03/01/2009	11/05/2010	11/05/2025
Canada	SNAP DRAGON label	Registered	33	1439892	01/05/2009	30/07/2010	30/07/2025
European Community TM	SNAP DRAGON - Word block letters	Registered	33	008341935	04/06/2009	11/11/2009	04/06/2019
European Community TM	SNAP DRAGON label	Registered	33	008361751	15/06/2009	23/12/2009	15/06/2019
United States of America	SNAP DRAGON - Word block letters	Registered	33	77/310286	22/10/2007	15/09/2009	15/09/2019
United States of America	SNAP DRAGON label	Registered	33	77/701823	30/03/2009	06/10/2009	06/10/2019

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BRAND: OROGENY

COUNTRY	MARK	STATUS	CLASS	TRADE MARK NO.	APPLICATION DATE	REGISTRATION DATE	RENEWAL DATE
Canada European Community TM	OROGENY - Word Block Letters	Registered	33	1306463	22/06/2006	23/06/2008	23/06/2023
	OROGENY - Word Block Letters	Registered	32,33	005184411	22/06/2006	08/06/2007	22/06/2016
Finland	OROGENY - Word Block Letters	Registered	32,33,43	7200802074	05/06/2008	31/12/2008	31/12/2018
Iceland	OROGENY - Word Block Letters	Registered	33	1912/2009	16/07/2009	31/08/2009	31/08/2019
Norway	OROGENY - Word Block Letters	Registered	33	200906694	01/07/2009	06/11/2009	06/11/2019
United States of America	OROGENY - Word Block Letters	Registered	33	78/179023	28/10/2002	04/01/2005	04/01/2025

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