

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM401052

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|---|--|-----------------------|-----------------------|
| 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 Wine Estates Americas Company | | 07/01/2016 | Corporation: DELAWARE |
| 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: 1 | | | |
| Property Type | Number | Word Mark | |
| Registration Number: | 2826035 | CELLAR NO. 8 | |
| 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: | Angel C. Wilcox | | |
| SIGNATURE: | /Angela C. Wilcox/ | | |
| DATE SIGNED: | 10/05/2016 | | |
| Total Attachments: 6 | | | |
| source=Deed of Assignment Treasury Wine Estates Americas to BWC 07.01.2016#page1.tif | | | |
| source=Deed of Assignment Treasury Wine Estates Americas to BWC 07.01.2016#page2.tif | | | |
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DEED OF ASSIGNMENT

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 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 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.

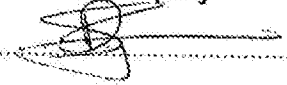
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SIGNED and delivered for and on behalf of the Assignor and the Assignee as a deed.

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

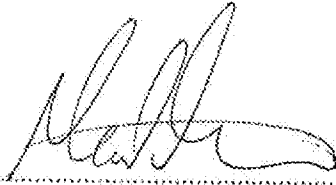
Signature

By (name)


.....
Robert Spooner
.....

Signature

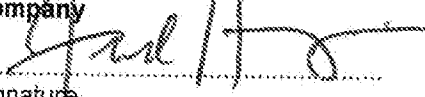
By (name)


.....
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 | 9114077 | 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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| COUNTRY | MARK | STATUS | CLASS | TRADE MARK NO. | APPLICATION DATE | REGISTRATION DATE | RENEWAL DATE |
|--------------------------|---------------|---------------------|-------|----------------|------------------|-------------------|--------------|
| 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 | 369563 | 13/10/2008 | 20/04/2009 | 20/04/2019 |
| Philippines | STONE CELLARS | Registered | 33 | 04-2001-004017 | 08/06/2001 | 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 |
| | CELLAR NO. 8 | Registered | 33 | 1061222 | 08/12/2010 | 08/12/2010 | 08/12/2020 |
| Guatemala | CELLAR NO. 8 | Registered | 33 | 241 | 19/01/2009 | 17/08/2009 | 17/08/2019 |
| Hong Kong | CELLAR NO. 8 (Chinese Characters) | Registered | 33 | 302007620 | 17/08/2011 | 17/08/2011 | 16/08/2021 |
| Hong Kong | CELLAR NO. 8 Label | Registered | 33 | 302157381 | 10/02/2012 | 18/12/2012 | 09/02/2022 |
| Indonesia | 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 | 10/02/2012 | 10/02/2012 |
| Madrid Protocol | CELLAR NO. 8 | Registered | 33 | 1061222 | 08/12/2010 | 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 | 10/02/2012 | 10/02/2022 |
| Mexico | CELLAR NO. 8 | Registered | 33 | 942488 | 20/06/2008 | 20/06/2008 | 16/02/2009 | 16/02/2009 | 20/06/2018 |
| New Zealand | CELLAR NO. 8 Label | Registered | 33 | 953843 | 13/02/2012 | 13/02/2012 | 28/05/2015 | 28/05/2015 | 11/10/2021 |
| Norway | CELLAR NO. 8 Label | Registered | 33 | 1117490 | 10/02/2012 | 10/02/2012 | 10/02/2012 | 10/02/2012 | 10/02/2022 |
| Panama | CELLAR NO. 8 | Registered | 33 | 176817-01 | 11/11/2008 | 11/11/2008 | 28/10/2009 | 28/10/2009 | 28/10/2019 |
| Peru | CELLAR NO. 8 | Registered | 33 | 369665 | 13/10/2008 | 13/10/2008 | 28/04/2009 | 28/04/2009 | 28/04/2019 |
| Philippines | CELLAR NO. 8 Label | Registered | 33 | 4-2013-004041 | 10/04/2013 | 10/04/2013 | 17/10/2013 | 17/10/2013 | 17/10/2023 |
| Singapore | CELLAR NO. 8 | Registered | 33 | 1061222 | 08/12/2010 | 08/12/2010 | 08/12/2010 | 08/12/2010 | 08/12/2020 |
| Switzerland | CELLAR NO. 8 Label | Registered | 33 | 1117490 | 10/02/2012 | 10/02/2012 | 10/02/2012 | 10/02/2012 | 10/02/2022 |
| Taiwan United States of America | CELLAR NO. 8 Label | Registered | 33 | 101006541 | 13/02/2012 | 13/02/2012 | 16/09/2012 | 16/09/2012 | 15/09/2022 |
| of America | CELLAR NO. 8 | Registered | 33 | 2,826,035 | 1-Jul-02 | 1-Jul-02 | 23-Mar-04 | 23-Mar-04 | 23-Mar-24 |

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