

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM403167

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Sonoma Estate Vintners, LLC		04/15/2015	Limited Liability Company:
RECEIVING PARTY DATA			
Name:	A W Direct, LLC		
Street Address:	980 Airway Court, Suite A		
City:	Santa Rosa		
State/Country:	CALIFORNIA		
Postal Code:	95403		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 49			
Property Type	Number	Word Mark	
Registration Number:	3267583	ABBEYVILLE	
Registration Number:	3611128	ADLER FELS	
Registration Number:	2557982	ALTERRA	
Registration Number:	4365929	BARRELHOUSE	
Registration Number:	4222756	BONAVENTURE VINEYARDS	
Registration Number:	4584681	BON VIE	
Registration Number:	3267582	BUFFALO GROVE	
Registration Number:	4292698	CAPTIVATION	
Registration Number:	4080290	CELESTIA	
Registration Number:	3278915	CHAMBERS & REED	
Serial Number:	85897217	CHERISH	
Registration Number:	3804121	COASTLINE	
Registration Number:	2557983	COYOTE CREEK	
Registration Number:	4188164	CRIMSON MOON	
Registration Number:	4035722	FIELDS OF BLUE	
Registration Number:	4035723	FIELDS OF RED	
Registration Number:	3713123	FINE LINE	
Registration Number:	4800090	FOG VINE	
Registration Number:	4515589	FUNHOUSE	

OP \$1240.00 3267583

Property Type	Number	Word Mark
Registration Number:	3284457	GARRISON - MCBRIDE
Registration Number:	3278914	HALEY'S MILL
Registration Number:	2616639	HAMPTON BRIDGE
Registration Number:	3927046	INKLING
Registration Number:	4696164	INTERLACE
Registration Number:	3369946	KABOOM
Registration Number:	3641035	KITCHEN SINK
Registration Number:	2214798	LEAPING LIZARD
Registration Number:	2570933	MAPLE RIDGE
Registration Number:	3958688	MELD
Registration Number:	3423858	NAPA VALLEY WINE WORKS
Registration Number:	4242366	NO BOUNDARIES
Registration Number:	3419507	PACIFIC CREST
Registration Number:	4729179	POSTCARDS
Serial Number:	85897205	POWERHOUSE
Registration Number:	3437126	RARE FIND
Registration Number:	4226272	RED-HANDED
Registration Number:	4027179	RUBY VINE
Registration Number:	4597703	SAND DOLLAR
Registration Number:	4735791	SHEER
Registration Number:	4800089	SHORELINE
Registration Number:	3278913	SIGNAL MOUNTAIN
Registration Number:	4350647	SILVER BELLS
Registration Number:	4918465	SILVER VEIL
Registration Number:	3687807	SONOMA ESTATE VINTNERS
Registration Number:	4511932	THE ARCHIVIST
Registration Number:	3804703	THIRD WHEEL
Registration Number:	3982746	TOTALLY RANDOM
Registration Number:	4081131	VAVAVOOM
Registration Number:	3481356	VINTERRA

CORRESPONDENCE DATA

Fax Number:

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.

Phone: 4152261400

Email: barry@alcohol.law

Correspondent Name: Barry Strike

Address Line 1: 556 Commercial Street

Address Line 4: San Francisco, CALIFORNIA 94111

TRADEMARK

REEL: 005907 FRAME: 0969

NAME OF SUBMITTER:	Barry Strike
SIGNATURE:	/BStrike/
DATE SIGNED:	10/25/2016
Total Attachments: 4 source=copier@vinesse.com_20161011_151303#page1.tif source=copier@vinesse.com_20161011_151303#page2.tif source=copier@vinesse.com_20161011_151303#page3.tif source=copier@vinesse.com_20161011_151303#page4.tif	

ASSIGNMENT OF U.S. TRADEMARKS

This ASSIGNMENT OF U.S. TRADEMARKS ("Assignment") is effective as of April 15, 2015, by and between Sonoma Estate Vintners, LLC, a Minnesota limited liability company, having an address of 980 Airway Court, Suite D, Santa Rosa, California 95403 ("Assignor"), and A W Direct, LLC, a Delaware limited liability company, having an address of 980 Airway Court, Suite A, Santa Rosa, California 95403 ("Assignee").

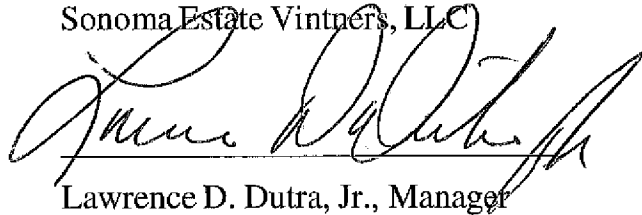
WHEREAS, Assignor has adopted, used and is using the trademarks listed on the attached Exhibit A, which are registered in the U.S. Patent and Trademark Office ("Marks");

WHEREAS, Assignee is desirous of acquiring said Marks, the registrations therefor, and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby convey, transfer, assign, deliver, and contribute unto Assignee all of Assignor's right, title, and interest of whatever kind in and to the Marks, together with: (1) the goodwill of the business relating to the products upon which the Marks are used and for which they are registered; (2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

ASSIGNOR:

Sonoma Estate Vintners, LLC



Lawrence D. Dutra, Jr., Manager

Exhibit A

MARK	REGISTRATION NUMBER	SERIAL NUMBER	FILING DATE	REGISTRATION DATE
ABBEEVILLE	3267583	77027895	10/24/06	07/24/07
ADLER FELS	3611128	77408008	02/27/08	04/28/09
ALTERRA	2557982	76042502	05/05/00	04/09/02
BARRELHOUSE	4365929	85666301	07/01/12	07/09/13
BONAVENTURE VINEYARDS	4222756	85329259	05/24/11	10/09/12
BON VIE	4584681	85157605	10/20/10	08/12/14
BUFFALO GROVE	3267582	77027892	10/24/06	07/24/07
CAPTIVATION	4,292,698	85052085	06/01/10	02/19/13
CELESTIA	4,080,290	85382302	07/27/11	01/03/12
CHAMBERS & REED	3278915	77027591	10/23/06	08/14/07
CHERISH	Reg. Pending	85897217	04/06/13	
COASTLINE	3804121	77642395	12/31/10	6/15/10
COYOTE CREEK	2557983	76042503	05/05/00	04/09/02
CRIMSON MOON	4188164	85490562	12/08/11	08/07/12
FIELDS OF BLUE	4035722	77948649	03/02/10	10/04/11
FIELDS OF RED	4035723	77948653	3/2/10	10/04/11
FINE LINE	3713123	77576457	9/23/08	11/17/09
FOG VINE	4800090	85806065	12/18/12	8/25/2015

FUNHOUSE	4515589	85762262	10/24/12	04/15/14
GARRISON- MCBRIDE	3284457	77027590	10/23/06	08/28/07
HALEY'S MILL	3278914	77027587	10/23/06	08/14/07
HAMPTON BRIDGE	2616639	76099164	07/28/02	09/10/02
INKLING	3927046	85054010	06/03/10	03/01/11
INTERLACE	4696164	85327364	05/23/11	03/03/15
KABOOM	3369946	77031491	10/27/06	01/15/08
KITCHEN SINK	3641035	77529806	7/23/08	6/16/09
LEAPING LIZARD	2214798	75454670	03/23/98	12/29/98
MAPLE RIDGE	2570933	76099165	07/28/00	05/21/02
MELD	3958688	77817604	9/1/09	05/10/11
NAPA VALLEY WINE WORKS	3423858	77172268	05/03/07	05/06/08
NO BOUNDARIES	4242366	77948641	3/2/10	11/13/2012
PACIFIC CREST	3419507	77148861	04/04/07	04/29/08
POSTCARDS	4729179	86301966	06/05/14	04/28/2015

POWERHOUSE	Reg. Pending	85897205	04/06/13	
RARE FIND	3437126	77095200	01/30/07	05/27/08
RED-HANDED	4226272	85157603	10/20/10	10/16/12
RUBY VINE	4027179	77817599	9/1/09	09/13/11
SAND DOLLAR	4597703	85653723	06/15/12	09/02/14
SHEER	4735791	85897216	04/06/13	05/12/2015
SHORELINE	4800089	85806062	12/18/12	8/25/2015
SIGNAL MOUNTAIN	3278913	77027583	10/23/06	08/14/07
SILVER BELLS	4350647	85289594	04/07/11	06/11/13
SILVER VEIL	4918465	85817412	01/07/13	03/15/16
SONOMA ESTATE VINTNERS	3687807	77657888	01/27/09	09/22/09
THE ARCHIVIST	4511932	85806067	12/18/12	04/08/14
THIRD WHEEL	3804703	77789429	07/24/09	06/15/10
TOTALLY RANDOM	3,982,746	85120679	09/01/10	06/21/11
VAVAVOOM	4,081,131	85157607	10/20/10	01/03/12
VINTERRA	3481356	77095199	01/30/07	08/05/08