

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM414737

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Constellation Brands, Inc.		03/01/2013	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Doyle Acquisition Corporation		
Doing Business As:	Pleasant Valley Wine Company		
Street Address:	8260 Pleasant Valley Road		
City:	Hammondsport		
State/Country:	NEW YORK		
Postal Code:	14840		
Entity Type:	Corporation: NEW YORK		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3917099	GREAT WESTERN	
CORRESPONDENCE DATA			
Fax Number:	9087257088		
<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:	9087225640		
Email:	officeactions@br-tmlaw.com		
Correspondent Name:	Stephen L. Baker		
Address Line 1:	92 East Main Street		
Address Line 2:	Suite 302		
Address Line 4:	Somerville, NEW JERSEY 08876		
ATTORNEY DOCKET NUMBER:	slb 2.2.17.1		
NAME OF SUBMITTER:	Stephen L. Baker		
SIGNATURE:	/Stephen L. Baker/		
DATE SIGNED:	02/02/2017		
Total Attachments: 3			
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OP \$40.00 3917099

TRADEMARK ASSIGNMENT

This ASSIGNMENT is made by CONSTELLATION BRANDS, INC., a Delaware corporation with offices at 207 High Point Drive, Building 100, Victor, New York 14564 (the "Assignor"), and DOYLE ACQUISITION CORPORATION d/b/a PLEASANT VALLEY WINE COMPANY, a New York corporation with offices at 8260 Pleasant Valley Road, Hammondsport, New York 14840 (the "Assignee").

The Assignor owns the "Great Western" and "Widmer" trademarks and the trademark registrations therefor set out in Schedule A attached hereto and incorporated herein by reference (collectively, the "Marks").

The Assignor has agreed to assign to the Assignee all of the rights, title, and interests of the Assignor in and to the Marks, and the Assignee has agreed to accept said assignment.

For TEN DOLLARS (USD) and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the Assignor hereby assigns, transfers, and conveys to the Assignee, and the Assignee hereby accepts from the Assignor, all of the rights, title, and interests of the Assignor in and to the Marks, together with the goodwill of the business symbolized by the Marks, with the right to recover for damages and profits and all other remedies for past infringements thereof.

This Trademark Assignment may be executed in two or more counterparts, each of which shall be deemed an original but all of which together shall constitute one and the same instrument.

This Trademark Assignment is given pursuant to the terms of the Asset Purchase Agreement between the Assignor and Assignee dated as of 2/28, 2013 (the "Purchase Agreement"). The terms and conditions of the Purchase Agreement are incorporated herein by reference. All capitalized terms used herein not otherwise defined shall have the same meanings as set forth in the Purchase Agreement. In the event of a conflict or inconsistency between the provisions of this Trademark Assignment and the provisions of the Purchase Agreement, the provisions of the Purchase Agreement will prevail.

[Signature page follows]

ASSIGNOR:

CONSTELLATION BRANDS, INC.

Dated: March 1, 2013

By: [Signature]
Name: Michael H. Messner
Title: Assoc. General Counsel

Sworn to before me this 1st day
of March, 2013

[Signature]
Notary Public

MICHELLE E. JENSEN
Notary Public, State of New York
County of Yates # 01JES043864
My Commission Expires May 15, 2015

My commission expires: May 15, 2015

ASSIGNEE:

DOYLE ACQUISITION CORPORATION
d/b/a PLEASANT VALLEY WINE COMPANY

Dated: _____, 2013

By: [Signature]
Name: Michael J. Doyle
Title: President

Sworn to before me this _____ day
of _____

Notary Public

My commission expires: _____

[Signature page to Trademark Assignment]

SCHEDULE A

MARK	COUNTRY	REG. NO.	ISSUE DATE
GREAT WESTERN	CANADA	TMA331868	9/11/1987
GREAT WESTERN	TRINIDAD AND TOBAGO	36394	9/02/2005
GREAT WESTERN	TRINIDAD AND TOBAGO	11694	9/12/2005
GREAT WESTERN	UNITED STATES	3917099	2/08/2011
WIDMER	JAPAN	4170131	7/24/1998
WIDMER	UNITED STATES	0767274	3/24/1964