

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM425600

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
JRV, LLC		03/22/2017	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Winery Exchange, Inc.		
Street Address:	500 Redwood Blvd., Suite 200		
City:	Novato		
State/Country:	CALIFORNIA		
Postal Code:	94947		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 15			
Property Type	Number	Word Mark	
Serial Number:	86706492	ANDALUSIAN	
Registration Number:	4878033	FALABELLA	
Serial Number:	86475575	FOUR REINS	
Registration Number:	3965469	GRAND GATE CLUB	
Registration Number:	4621990	J	
Serial Number:	86706485	LIGHT HORSE	
Registration Number:	4709253		
Registration Number:	4886772	STRONG BOX	
Registration Number:	3913746	VALLEY GATE VINEYARDS	
Registration Number:	3913747	VALLEY GATE VINEYARDS	
Registration Number:	4081375	WHIPLASH	
Registration Number:	4709311		
Registration Number:	5082570	WINE GROWLERVILLE	
Serial Number:	86192177	WINE GROWLERVILLE	
Serial Number:	86738415	REATA	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent</i>			

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TRADEMARK

using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.

Email: trademarks@wineryexchange.com

Correspondent Name: Genevieve Burch

Address Line 1: 500 Redwood Blvd., Suite 200

Address Line 4: Novato, CALIFORNIA 94947

NAME OF SUBMITTER:	Genevieve Burch
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SIGNATURE:	/gbk/
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DATE SIGNED:	04/30/2017
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Total Attachments: 2

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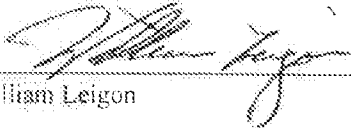
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TRADEMARK ASSIGNMENT

For good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, JRV, LLC ("Assignor"), a California limited liability company, hereby conveys, transfers and assigns to Winery Exchange, Inc. ("Assignee"), a California corporation, effective as of the date hereof, all of Assignor's right, title and interest in and to the names, trademarks and trademark applications set forth on Exhibit A hereto, and the goodwill of the business connected with the use of, and symbolized by, the same, together with all rights of action accrued, accruing and to accrue under and by virtue hereof, including the right to sue or otherwise recover for past infringement and receive all damages, payments, costs and fees associated therewith.

JRV, LLC

By:


William Leigon

Date: March 20, 2017

EXHIBIT A

Trademarks

1. ANDALUSIAN (including U.S. App. No. 86/706492)
2. FALABELLA (including U.S. Reg. No. 4878033)
3. FOUR REINS (including U.S. App. No. 86/475575)
4. GRAND GATE CLUB (including U.S. Reg. No. 3965469)
5. J and Spur Design (including U.S. Reg. No. 4621990)

6. LIGHT HORSE (including U.S. App. No. 86/706485)
7. Light Horse Design (including U.S. Reg. No. 4709253)

8. STRONGBOX (including U.S. Reg. No. 4886772)
9. VALLEY GATE VINEYARDS (including U.S. Reg. No. 3913746; and Int. Reg. 1062889 in name of Madison Vineyard Holdings, LLC)
10. VALLEY GATE VINEYARDS & Design (including U.S. Reg. No. 3913747)

11. WHIPLASH (including U.S. Reg. No. 4081375 and E.U. Reg. No. 15250401)
12. Whiplash Horse Design (including U.S. Reg. No. 4709311)
13. WINE GROWLERVILLE (including U.S. Reg. No. 5082570 and U.S. App. No. 86/192177)

Trademark Applications

1. U.S. Trademark Application No. 86738415 for the mark REATA for "Alcoholic beverages except beers."
2. E.U. Trademark Registration No. 10770551 the mark REATA for "Wine."