

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM487876

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Excelsior Wine Company, LLC		08/28/2018	Limited Liability Company:
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Fetzer Vineyards		
<b>Street Address:</b>	12901 Old River Road		
<b>City:</b>	Hopland		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95449		
<b>Entity Type:</b>	Corporation: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 2</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	5443696	MAD GENIUS	
<b>Registration Number:</b>	5492536	GRAPE THERAPY	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	6173454745		
<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>			
<b>Email:</b>	trademarks@daypitney.com		
<b>Correspondent Name:</b>	Day Pitney LLP		
<b>Address Line 1:</b>	One International Place		
<b>Address Line 4:</b>	Boston, MASSACHUSETTS 02110		
<b>ATTORNEY DOCKET NUMBER:</b>	791210000010		
<b>NAME OF SUBMITTER:</b>	Alex P. Garens		
<b>SIGNATURE:</b>	/alex p garens/		
<b>DATE SIGNED:</b>	08/29/2018		
<b>Total Attachments: 1</b>			
source=Executed Trademark Assignment between Excelsior Wine and Fetzer Vineyards (82818)#page1.tif			

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**TRADEMARK ASSIGNMENT**

This Assignment is made and entered into this 28th day of August, 2018 (the "Effective Date") by and between **EXCELSIOR WINE COMPANY, LLC**, a Delaware limited liability company, having its principal place of business at 1111 Cedar Swamp Road, Cottage B, Old Brookville, New York 11545, United States ("Assignor") and **FETZER VINEYARDS**, a California corporation, having its principal place of business at 12901 Old River Road, Hopland, California 95449, United States ("Assignee").

**WHEREAS**, Assignor is the owner of all right, title, and interest to the trademarks **MAD GENIUS** and **GRAPE THERAPY** for wine, including U.S. Trademark Registration Nos. 5443696 and 5492536, including the goodwill of the business symbolized thereby (collectively, the "Trademarks").

**WHEREAS**, Assignee desires to acquire the Trademarks including the goodwill symbolized thereby.

**WHEREAS**, Assignor has agreed to assign, transfer, and convey to Assignee, and Assignee has agreed to accept, the Trademarks and all right, title, and interest in and to the Trademarks, including the goodwill of the business symbolized thereby.

**NOW THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto agree as follows:

Assignor hereby assigns, transfers, and conveys to Assignee, and Assignee accepts, Assignor's entire right, title, and interest in and to the Trademarks, including the goodwill of the business symbolized thereby and any and all actions, rights, and remedies for past, present, or future infringements or other violations of the Trademarks.

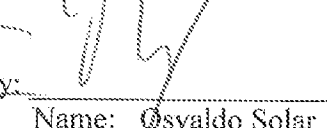
**IN WITNESS WHEREOF**, the Assignor and Assignee have caused this Assignment to be executed by their respective duly authorized representatives as of the Effective Date.

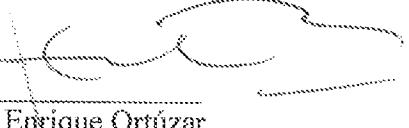
**EXCELSIOR WINE COMPANY, LLC**  
Assignor

**FETZER VINEYARDS**  
Assignee

By:   
Name: Andrea Benavides

  
Name: Enrique Ortúzar

By:   
Name: Osvaldo Solar

  
Name: Enrique Ortúzar

Title: **Officer**

**Officer**

Title: **Vice President**

**Secretary**

Date: August 28<sup>th</sup>, 2018

Date: August 28<sup>th</sup>, 2018

*Fpv*