

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM489102

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Steele Wines, Inc.		08/04/2018	Corporation: CALIFORNIA
Jedediah T. Steele		08/04/2018	INDIVIDUAL:
RECEIVING PARTY DATA			
Name:	Pacini Vineyards LLC		
Street Address:	3001 S. State Street, #34		
City:	Ukiah		
State/Country:	CALIFORNIA		
Postal Code:	95482		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5416719	PACINI VINEYARD	
CORRESPONDENCE DATA			
Fax Number:			
<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:	(707) 526-4200		
Email:	jdawson@cmprlaw.com		
Correspondent Name:	John B. Dawson		
Address Line 1:	100 B Street, Suite 400		
Address Line 4:	Santa Rosa, CALIFORNIA 95401		
ATTORNEY DOCKET NUMBER:	8654.0002		
NAME OF SUBMITTER:	Carrie J. Richey		
SIGNATURE:	/Carrie J. Richey/		
DATE SIGNED:	09/07/2018		
Total Attachments: 3			
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OP \$40.00 5416719

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this "**Assignment**") is made and entered into as of August 4, 2018 (the "**Effective Date**"), by and between STEELE WINES, INC., a California corporation, and JEDEDIAH T. STEELE, on the one hand (together, "**Assignor**") and PACINI VINEYARDS LLC, a California limited liability company ("**Assignee**"). Assignor and Assignee are sometimes collectively referred to herein as the "**Parties**."

RECITALS

WHEREAS, Assignor is the sole and exclusive owner of the trademark PACINI VINEYARD in International Class 033 for "Wine," U.S. Reg. No. 5,416,719, for which it has a valid and subsisting U.S. federal registration and accrued certain rights through usage (collectively, the "**Trademark**"), and is the sole and exclusive owner of the business goodwill related to the Trademark and symbolized thereby; and

WHEREAS, Assignee desires to acquire from Assignor all of its rights, title, and interest in the Trademark and all business goodwill related therewith, as more fully described in the Trademark Assignment and License entered into by the Parties on August 4, 2018.

NOW, THEREFORE, incorporating the Recitals, and in consideration of the foregoing and for other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the Parties agree as follows:

1. Assignor hereby irrevocably sells, assigns, grants, conveys, and transfers to Assignee, as of the Effective Date, all of Assignor's rights, title, and interest in and to the Trademark, together with the goodwill of the Assignor's business connected with the use of and symbolized by the Trademark, the registration and all registration rights with respect to the Trademark, all common law rights, trade name rights, and rights of any kind whatsoever accruing under or relating to the Trademark provided by applicable laws, international treaties, conventions and otherwise, and all rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present, or future infringement of said Trademark or injury to said goodwill, together with the right to sue and recover the same in the name of Assignor.

2. The terms of this Assignment shall bind and inure to the benefit of the Parties hereto and their respective heirs, legal representatives, successors and assigns.

3. The Parties hereby agree to do the following: execute such other documents and perform such other acts as may be necessary or desirable to carry out the purposes of this Assignment. This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

(SIGNATURES CONTAINED ON FOLLOWING PAGE)

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as of the date first written above.

ASSIGNOR:

STEELE WINES, INC.,
a California corporation

By: _____
Jedediah T. Steele
Jedediah T. Steele, CEO

ASSIGNEE:

PACINI VINEYARDS LLC,
a California limited liability company

By: _____
Lorenzo Pacini, Manager

Jedediah T. Steele
Jedediah T. Steele Individually

IN WITNESS WHEREOF, Assignor and Assignee have caused this Assignment to be executed as of the date first written above.

ASSIGNOR:

STEELE WINES, INC.,
a California corporation

ASSIGNEE:

PACINI VINEYARDS LLC,
a California limited liability company

By: _____

Jedediah J. Steele
Jedediah J. Steele, CEO

By: _____

Lorenzo Pacini

Lorenzo Pacini, Manager

Jedediah J. Steele Individually