

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM522305

<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>
California IP Holdings LLC		05/06/2019	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	JUSTIN Vineyards & Winery LLC		
<b>Street Address:</b>	11444 West Olympic Blvd., 10th Floor		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90064		
<b>Entity Type:</b>	Limited Liability Company: DELAWARE		
<b>PROPERTY NUMBERS Total: 7</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Serial Number:</b>	88027927	SHE'S GOT THAT JNSQ	
<b>Serial Number:</b>	87865375	JNSQ	
<b>Serial Number:</b>	87865357	JE NE SAIS QUOI	
<b>Serial Number:</b>	87848273	JE TE DONNE	
<b>Serial Number:</b>	87661627	SCANDAL	
<b>Serial Number:</b>	87661615	SCANDAL	
<b>Registration Number:</b>	4641565	JE NE SAIS QUOI	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	3109668810		
<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>Phone:</b>	310-966-5726		
<b>Email:</b>	latunda.powell@roll.com		
<b>Correspondent Name:</b>	LaTunda Powell, Trademark Administrator		
<b>Address Line 1:</b>	11444 West Olympic Blvd., 7th Floor		
<b>Address Line 4:</b>	Los Angeles, CALIFORNIA 90064		
<b>ATTORNEY DOCKET NUMBER:</b>	209069		
<b>NAME OF SUBMITTER:</b>	LaTunda Powell		
<b>SIGNATURE:</b>	/latunda powell/		

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<b>DATE SIGNED:</b>	05/06/2019
<b>Total Attachments: 2</b> source=JNSQ USA TM ASSIGNMENT#page1.tif source=JNSQ USA TM ASSIGNMENT#page2.tif	

UNITED STATES  
ASSIGNMENT OF TRADEMARKS

FOR GOOD AND VALUABLE CONSIDERATION, the receipt and sufficiency of which is hereby acknowledged, California IP Holdings LLC, (“Assignor”), a limited liability company organized and existing under the laws of Delaware, whose business address is at 1888 Century Park East, 19<sup>th</sup> Floor, Los Angeles, California, 90067 hereby assigns and transfers to JUSTIN Vineyards & Winery LLC (“Assignee”), a limited liability company organized and existing under the laws of Delaware, whose business address is at 11444 West Olympic Blvd., 10<sup>th</sup> Floor, Los Angeles, California 90064, effective as of May 1, 2019 (the “Effective Date”), the following:

A. All right, title, and interest held by Assignor in and to the business names, trade names, and/or service marks, and the application and/or registration therefor, listed in Exhibit A attached hereto and incorporated herein by this reference (hereinafter referred to as the “Mark”);

B. The goodwill of the business connected with the use of and symbolized by the Mark, as part of the transfer of all business to which the Mark pertains, and including all associated artwork, labels, and package designs and other assets that uniquely reflect the Mark; and

C. 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 Mark or injury to said goodwill, together with the right to sue or recover the same in Assignee’s name.

IN WITNESS WHEREOF, the undersigned have hereunto executed this Assignment, in one or more counterparts, each of which shall be deemed an original and all of which taken together shall constitute one and the same instrument.

Assignor:

California IP Holdings LLC,  
a Delaware limited liability company

By:   
Craig B. Cooper, Sr. Vice President

Assignee:

JUSTIN Vineyards & Winery LLC,  
a Delaware limited liability company

By:   
Craig B. Cooper, Sr. Vice President

EXHIBIT A

MARKS

Trademark	Application No./ Application Date	Registration No./ Registration Date
SHE'S GOT THAT JNSQ	88027927 July 6, 2018	
JNSQ	87865375 April 5, 2018	
JE NE SAIS QUOI	87865357 April 5, 2018	
JE TE DONNE	87848273 March 24, 2018	
SCANDAL	87661627 October 26, 2017	
SCANDAL	87661615 October 26, 2017	
JE NE SAIS QUOI		4641565 November 18, 2014