

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM526389

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
A W Direct, LLC		01/01/2019	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Wine Hooligans LLC		
Street Address:	201 Alameda Del Prado, Suite 102		
City:	Novato		
State/Country:	CALIFORNIA		
Postal Code:	94949		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 56			
Property Type	Number	Word Mark	
Serial Number:	87709917	SHORTBREAD WINE CO.	
Registration Number:	5208842	MICHAEL SULLBERG FAMILY WINES	
Registration Number:	5682218	5TH AND BOWIE	
Registration Number:	5657845	BUMBLE & BLOOM	
Serial Number:	87430131	LOVE OUR LAND	
Registration Number:	5590735	I LOVE PIZZA	
Serial Number:	87920571	ROBLE DORADO	
Serial Number:	87461399	LABERINTO	
Registration Number:	5515490	SEPAL ESTATE	
Registration Number:	5487958	OLD WOODHOUSE	
Registration Number:	5361011	MELT	
Registration Number:	5331134	HARTS PASS	
Registration Number:	5313419	PINOT SOCIETY	
Registration Number:	5257858	WHEAT RIDGE CELLARS	
Registration Number:	5242509	BARREL ROAD	
Registration Number:	4729179	POSTCARDS	
Registration Number:	4812771	TIKI SOUND	
Registration Number:	4983852	MONSTER MASH	
Registration Number:	4292698	CAPTIVATION	
TRADEMARK			

OP \$1415.00 87709917

Property Type	Number	Word Mark
Registration Number:	4226272	RED-HANDED
Registration Number:	4365929	BARRELHOUSE
Registration Number:	4081131	VAVAVOOM
Registration Number:	4080290	CELESTIA
Registration Number:	3982746	TOTALLY RANDOM
Registration Number:	3927046	INKLING
Registration Number:	4735791	SHEER
Registration Number:	4918465	SILVER VEIL
Registration Number:	4511932	THE ARCHIVIST
Registration Number:	4800090	FOG VINE
Registration Number:	4800089	SHORELINE
Registration Number:	4515589	FUNHOUSE
Registration Number:	4222756	BONAVENTURE VINEYARDS
Registration Number:	4696164	INTERLACE
Registration Number:	4350647	SILVER BELLS
Registration Number:	4584681	BON VIE
Registration Number:	3641035	KITCHEN SINK
Registration Number:	4027179	RUBY VINE
Registration Number:	4242366	NO BOUNDARIES
Registration Number:	3804703	THIRD WHEEL
Registration Number:	3687807	SONOMA ESTATE VINTNERS
Registration Number:	3804121	COASTLINE
Registration Number:	3713123	FINE LINE
Registration Number:	3611128	ADLER FELS
Registration Number:	3437126	RARE FIND
Registration Number:	3369946	KABOOM
Registration Number:	3481356	VINTERRA
Registration Number:	3278913	SIGNAL MOUNTAIN
Registration Number:	3419507	PACIFIC CREST
Registration Number:	3267583	ABBNEYVILLE
Registration Number:	3267582	BUFFALO GROVE
Registration Number:	2570933	MAPLE RIDGE
Registration Number:	2616639	HAMPTON BRIDGE
Registration Number:	2557983	COYOTE CREEK
Registration Number:	2557982	ALTERRA
Registration Number:	2214798	LEAPING LIZARD
Serial Number:	86963219	BURKE & WILLS

CORRESPONDENCE DATA**Fax Number:**

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.

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

NAME OF SUBMITTER:	John B. Dawson
SIGNATURE:	/John B. Dawson/
DATE SIGNED:	06/04/2019

Total Attachments: 6

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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT (this “**Assignment**”) is entered into as effective as of January 1, 2019, by A W Direct, LLC, a Delaware limited liability company (“**Assignor**”), and Wine Hooligans LLC, a California limited liability company (“**Assignee**”).

WHEREAS, Assignor and Assignee are parties to that certain Contribution Agreement, dated as of April 26, 2019 (the “**Contribution Agreement**”), pursuant to which Assignor agreed to transfer to Assignee all right, title, and interest in and to the trademarks identified on the attached Exhibit A (the “**Marks**”); and

WHEREAS, Assignee is desirous of acquiring all of Assignor’s rights in the Marks, including the applications and registrations identified on Exhibit A.

NOW, THEREFORE, for good and valuable consideration received by Assignor from Assignee, the receipt and sufficiency of which is hereby acknowledged, the parties agree as follows:

1. Assignment of Marks. Assignor hereby sells, assigns, transfers, and conveys to Assignee all rights, title, and interest in and to the Marks, and any applications and registrations therefor, including the applications and registrations identified on the attached Exhibit A, together with that part of the good will of the business associated with the use of and symbolized by the Marks, to be held and enjoyed by Assignee as fully and entirely as said interest could have been held and enjoyed by Assignor if this sale, assignment, and transfer had not been made. Assignor hereby authorizes the appropriate empowered officials at the United States Patent and Trademark Office to transfer all registrations and pending applications for the Marks to Assignee as assignee of the entire right, title and interest therein or otherwise as Assignee may direct, in accordance with this instrument of assignment.

2. Counterparts. This Trademark Assignment may be signed in counterparts, which together shall constitute one agreement. If this Trademark Assignment is signed in counterparts, no party shall be bound until both parties have duly executed, or caused to be duly executed, a counterpart of this Trademark Assignment.

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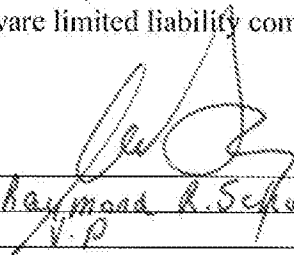
IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be executed and delivered as of the day and year first above written.

ASSIGNOR:

ASSIGNEE:

A W DIRECT, LLC
a Delaware limited liability company

WINE HOOLIGANS LLC
a California limited liability company

By: 
Name: Raymond A. Schwartz
Title: V.P.

By: _____
Name: _____
Title: _____

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be executed and delivered as of the day and year first above written.


ASSIGNOR:

ASSIGNEE:

A W DIRECT, LLC
a Delaware limited liability company

WINE HOOLIGANS LLC
a California limited liability company

By: _____
Name: _____
Title: _____

By:  _____
Name: Dennis Carroll
Title: Manager

Trademark Assignment
Exhibit A

<u>REG./SER. NO.</u>	<u>MARK</u>	<u>GOODS/SERVICES</u>	<u>STATUS</u>
Ser. 87-709,917	SHORTBREAD WINE COMPANY	Class 033: Alcoholic beverages, except beer	Live
Reg. 5,208,842	MICHAEL SULLBERG FAMILY WINES	Class 033: Wine	Live
Reg. 5,682,218	5TH AND BOWIE	Class 033: Wine	Live
Reg. 5,657,845	BUMBLE & BLOOM	Class 033: Wine	Live
Ser. 87-430,131	LOVE OUR LAND	Class 033: Wine	ITU
Reg. 5,590,735	I LOVE PIZZA	Class 033: Wine	Live
Ser. 87-920,571	ROBLE DORADO	Class 033: Wine	ITU (Assignor will be filing statement of use)
Ser. 87-461,399	LABERINTO	Class 033: Alcoholic beverages, except beer	Live
Reg. 5,515,490	SEPAL ESTATE	Class 033: Wine	Live
Reg. 5,487,958	OLD WOODHOUSE	Class 033: Alcoholic beverages, except beer, excluding all fortified wines and Portuguese wines	Live
Reg. 5,361,011	MELT	Class 033: Wine	Live
Reg. 5,331,134	HARTS PASS	Class 033: Wine	Live
Reg. 5,313,419	PINOT SOCIETY	Class 033: Wine	Live
Reg. 5,257,858	WHEAT RIDGE CELLARS	Class 033: Wine	Live
Reg. 5,242,509	BARREL ROAD	Class 033: Wine	Live
Reg. 4,729,179	POSTCARDS	Class 033: Wine	Live
Reg. 4,812,771	TIKI SOUND	Class 033: Alcoholic beverages except beers	Live
Reg. 4,983,852	MONSTER MASH	Class 033: Wine	Live
Reg. 4,292,698	CAPTIVATION	Class 033: Wine	Live
Reg. 4,226,272	RED-HANDED	Class 033: Wine	Live
Reg. 4,365,929	BARRELHOUSE	Class 033: Wine	Live
Reg. 4,081,131	VAVAVOOM	Class 033: Wine	Live
Reg. 4,080,290	CELESTIA	Class 033: Wine	Live
Reg. 3,982,746	TOTALLY RANDOM	Class 033: Wine	Live
Reg. 3,927,046	INKLING	Class 033: Wine	Live

<u>REG./SER. NO.</u>	<u>MARK</u>	<u>GOODS/SERVICES</u>	<u>STATUS</u>
Reg. 4,735,791	SHEER	Class 033: Wine	Live
Reg. 4,918,465	SILVER VEIL	Class 033: Wine	Live
Reg. 4,511,932	THE ARCHIVIST	Class 033: Wine	Live
Reg. 4,800,090	FOG VINE	Class 033: Wine	Live
Reg. 4,800,089	SHORELINE	Class 033: Wine	Live
Reg. 4,515,589	FUNHOUSE	Class 033: Wine	Live
Reg. 4,222,756	BONAVENTURE VINEYARDS	Class 033: Wine	Live
Reg. 4,696,164	INTERLACE	Class 033: Wine	Live
Reg. 4,350,647	SILVER BELLS	Class 033: Alcoholic beverages except beers.	Live
Reg. 4,584,681	BON VIE	Class 033: Wine	Live
Reg. 3,641,035	KITCHEN SINK	Class 033: Wine	Live
Reg. 4,027,179	RUBY VINE	Class 033: Wine	Live
Reg. 4,242,366	NO BOUNDARIES	Class 033: Wine	Live
Reg. 3,804,703	THIRD WHEEL	Class 033: Wine	Live
Reg. 3,687,807	SONOMA ESTATE VINTNERS	Class 033: Wine	Live
Reg. 3,804,121	COASTLINE	Class 033: Wine	Live
Reg. 3,713,123	FINE LINE	Class 033: Wine	Live
Reg. 3,611,128	ADLER FELS	Class 033: Wine	Live
Reg. 3,437,126	RARE FIND	Class 033: Wine	Live
Reg. 3,369,946	KABOOM	Class 033: Wine	Live
Reg. 3,481,356	VINTERRA	Class 033: Wine	Live
Reg. 3,278,913	SIGNAL MOUNTAIN	Class 033: Wine	Live
Reg. 3,419,507	PACIFIC CREST	Class 033: Wine	Live
Reg. 3,267,583	ABBNEYVILLE	Class 033: Wine	Live
Reg. 3,267,582	BUFFALO GROVE	Class 033: Wine	Live
Reg. 2,570,933	MAPLE RIDGE	Class 033: Wines	Live
Reg. 2,616,639	HAMPTON BRIDGE	Class 033: wine	Live
Reg. 2,557,983	COYOTE CREEK	Class 033: Wines	Live
Reg. 2,557,982	ALTERRA	Class 033: wine	Live
Reg. 2,214,798	LEAPING LIZARD	Class 033: wine	Live

<u>REG./SER. NO.</u>	<u>MARK</u>	<u>GOODS/SERVICES</u>	<u>STATUS</u>
Ser. 86-963,219	BURKE & WILLS	Class 033: Wine	Abandoned 11/19/18 (any trademark rights would be common law only)
TBD	OCEAN SONG	Class 033: Wine	Assignor to file trademark application
TBD	SAILOR'S SUPERSTITION	Class 033: Wine	Assignor to file trademark application