

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM538047

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Banfi Products Corporation		08/16/2019	Corporation: NEW YORK
RECEIVING PARTY DATA			
Name:	Fetzer Vineyards		
Street Address:	12901 Old River Road		
City:	Hopland		
State/Country:	CALIFORNIA		
Postal Code:	95449		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2799285	THE OFFICIAL WINE OF HALLOWEEN	
Registration Number:	4448162	THE OFFICIAL WINE OF HISPANIC HERITAGE M	
CORRESPONDENCE DATA			
Fax Number:	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>			
Email:	trademarks@daypitney.com		
Correspondent Name:	Day Pitney LLP		
Address Line 1:	One International Place		
Address Line 4:	Boston, MASSACHUSETTS 02110		
ATTORNEY DOCKET NUMBER:	791526000000		
NAME OF SUBMITTER:	Alex P Garens		
SIGNATURE:	/alex p garens/		
DATE SIGNED:	08/26/2019		
Total Attachments: 1			
source=Executed Assignment from Banfi Products to Fetzer Vineyards (THE OFFICIAL WINE . . .)#page1.tif			

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TRADEMARK ASSIGNMENT

This Assignment is made and entered into this 15th day of August, 2019 (the "Effective Date") by and between **BANFI PRODUCTS CORPORATION**, a New York corporation, having its principal place of business at 1111 Cedar Swamp Road, 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 **THE OFFICIAL WINE OF HALLOWEEN** and **THE OFFICIAL WINE OF HISPANIC HERITAGE MONTH** for "wines", including U.S. Trademark Registration Nos. 2799285 and 4448162, 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.

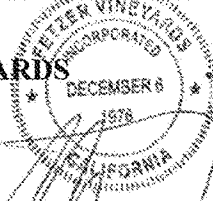
IN WITNESS WHEREOF, the Assignor and Assignee have caused this Assignment to be executed by their respective duly authorized representatives as of the Effective Date.

BANFI PRODUCTS CORPORATION
Assignor

By: *Philip D. Calderone*
Name: *Philip D. Calderone*
Title: *Vice President & Secretary*
Date: August 16, 2019

FETZER VINEYARDS
Assignee

By: *Giancarlo Bianchetti*
Name: Giancarlo Bianchetti
Title: Chief Executive Officer
Date: August 15, 2019



By: *Cindy DeVries*
Name: Cindy DeVries
Title: Chief Operating Officer
Date: August 15, 2019