

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM541230

<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>
Jackson Family Investments III, LLC		08/12/2013	Limited Liability Company: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Jackson Family Farms, LLC		
<b>Street Address:</b>	421 Aviation Blvd		
<b>City:</b>	Santa Rosa		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	95403		
<b>Entity Type:</b>	Limited Liability Company: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	4330367	SARALEE'S VINEYARD	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7072556876		
<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>	7072527122		
<b>Email:</b>	tmdept@dpf-law.com		
<b>Correspondent Name:</b>	J. Scott Gerien		
<b>Address Line 1:</b>	1455 First Street, Suite 301		
<b>Address Line 4:</b>	Napa, CALIFORNIA 94559		
<b>ATTORNEY DOCKET NUMBER:</b>	JACK2-438 9/17/19		
<b>NAME OF SUBMITTER:</b>	J. Scott Gerien		
<b>SIGNATURE:</b>	/J. Scott Gerien/		
<b>DATE SIGNED:</b>	09/17/2019		
<b>Total Attachments: 3</b>			
source=(13) 08 12 Assignment Bill of Sale - Saralee's Vineyard TM (JFI III to JFF)_Redacted#page1.tif			
source=(13) 08 12 Assignment Bill of Sale - Saralee's Vineyard TM (JFI III to JFF)_Redacted#page2.tif			
source=(13) 08 12 Assignment Bill of Sale - Saralee's Vineyard TM (JFI III to JFF)_Redacted#page3.tif			

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**ASSIGNMENT AND BILL OF SALE**

*(JFI III to JFF – Saralee's Vineyard Trademark)*

**THIS ASSIGNMENT AND BILL OF SALE** (this "Assignment") is entered into this 12<sup>th</sup> day of August 2013 by and between JACKSON FAMILY INVESTMENTS III, LLC, a Delaware corporation with offices at 421 Aviation Boulevard, Santa Rosa, California 95403 ("Assignor"), and JACKSON FAMILY FARMS, LLC, a California limited liability company with offices at 421 Aviation Boulevard, Santa Rosa, California 95403 ("Assignee").

**WHEREAS**, Assignor is the sole and exclusive owner of the trademark registration for the mark identified more fully in the attached Exhibit A (the "Trademark"), and further is the sole and exclusive owner of all business goodwill related therewith and symbolized thereby, worldwide (the "Territory"); and

**WHEREAS**, Assignee desires to acquire all rights, title and interest in and to the Trademarks and all business goodwill related therewith;

**NOW, THEREFORE, TO ALL IT MAY CONCERN:**

Be it known that in consideration of the payment by Assignee to Assignor of the sum of [REDACTED] (the "Purchase Price") and other valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns, and transfers unto Assignee the full and exclusive entire right, title, and interest in and to the Trademark, and the business goodwill associated therewith, including, without limitation, all renewals therefor, all proceeds therefor (including, but not limited to, all license royalties and proceeds of infringement suits), the right to sue for past, present, and future infringements, and the goodwill of the business associated with and symbolized by the Trademark. An assignment of trademarks without the assignment of the associated goodwill would be invalid.

*[Signature Page Follows]*

**TRADEMARK**

**REEL: 006747 FRAME: 0420**

IN WITNESS WHEREOF, this Assignment and Bill of Sale has been duly executed on the day and year first above written.

**ASSIGNOR:**

Jackson Family Investments III, LLC,  
A Delaware limited liability company

By: 

Name: Jeffrey D. Wesselkamper

Title: President

**ASSIGNEE:**

Jackson Family Farms, LLC  
A California limited liability company

By: 

Name: Tyler J. Comstock

Title: Senior Vice President & Treasurer

**TRADEMARK**

**REEL: 006747 FRAME: 0421**

Exhibit A

United States registered federal trademark "Saralee's Vineyard" (Reg. #4330367).