

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM543201

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Blue in Style, LLC		09/30/2019	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Bronco Wine Company		
Street Address:	6342 Bystrum Road		
City:	Ceres		
State/Country:	CALIFORNIA		
Postal Code:	95307		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 5			
Property Type	Number	Word Mark	
Registration Number:	4178557	BLANC DE BLEU	
Registration Number:	3750299	SOMETHING BLUE	
Registration Number:	5094921	BLANC DE BLEU	
Registration Number:	5714544	IN YOUR MAGICAL MOMENTS	
Serial Number:	88124760	SOMETHING PINK	
CORRESPONDENCE DATA			
Fax Number:	6172359493		
<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:	212-596-9287		
Email:	ustrademarkmail@ropesgray.com		
Correspondent Name:	Nicole Mollica, Ropes & Gray LLP		
Address Line 1:	1211 Avenue of the Americas		
Address Line 4:	New York, NEW YORK 10036		
ATTORNEY DOCKET NUMBER:	BWIM-TIP		
NAME OF SUBMITTER:	Nicole Mollica		
SIGNATURE:	/nicole mollica/		
DATE SIGNED:	09/30/2019		

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Total Attachments: 3

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TRADEMARK, DOMAIN NAME, AND SOCIAL MEDIA ASSIGNMENT

THIS TRADEMARK, DOMAIN NAME, AND SOCIAL MEDIA ASSIGNMENT (the "Assignment") dated as of September 3, 2019 (the "Effective Date") is by and between Blue in Style, LLC, a California limited liability company with its principal place of business at 6342 Bystrum Road, Ceres, California 95307 ("Assignor"), and Bronco Wine Company, a California corporation with its principal place of business at 6342 Bystrum Road, Ceres, California 95307 ("Assignee").

WHEREAS, Assignor owns all right, title, and interest in and to the trademarks set forth in Schedule A attached hereto, all associated trademarks, logos, and trade dress, all common law rights therein, and all goodwill associated therewith (the "Trademarks");

WHEREAS, Assignor owns all right, title, and interest in and to the domain names, web sites, and social media sites associated with the Trademarks, all content contained therein, and all common law rights therein as applicable to the Trademarks (the "Domains");

WHEREAS, Assignee is the sole member of Assignor;

WHEREAS, Assignor and Assignee have agreed to voluntarily wind up and dissolve Assignor's business (the "Dissolution"), pursuant to which (a) Assignee will own the Trademarks and Domains, and (b) Assignee will become the successor to Assignor's business or portion thereof to which any U.S. trademark applications for the Trademarks filed on the basis of "intent-to-use" relate; and

WHEREAS, in accordance with the Dissolution, Assignee wishes to acquire from Assignor, and Assignor wishes to transfer and assign to Assignee, as of the Effective Date, all of Assignor's right, title and interest in and to the Trademarks, all goodwill associated therewith, and the Domains.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns, transfers, delivers, and conveys to Assignee all of Assignor's right, title and interest in and to the Trademarks and Domains, together with together with that portion of Assignor's business in connection with which it has a *bona fide* intent to use the Trademarks, the goodwill of the business symbolized by the Trademarks, all common law rights therein, all registrations and applications for registration thereof, and all rights of action accrued and to accrue under and by virtue thereof, including the right to sue and recover for past infringement of the Trademarks.

Assignor will execute all appropriate documents, instruments or conveyances in order to accomplish the foregoing, and take all appropriate actions which may be reasonably necessary or advisable to carry out any of the provisions hereof.

This Assignment may be executed in one or more counterparts, each of which will be deemed an original and all of which together will constitute but one and the same instrument.



The facsimile signature of any party to this Assignment or a PDF copy of the signature of a party to this Assignment delivered by electronic mail for purposes of execution or otherwise, is to be considered to have the same binding effect as the delivery of an original signature on an original contract.

IN WITNESS WHEREOF, the parties have executed, made and entered into this Assignment under seal as of the date first set forth above.

ASSIGNOR:

BLUE IN STYLE, LLC

By: 

Name: Fred T. Franzia

Title: Sole Manager

ASSIGNEE:

BRONCO WINE COMPANY


By: 

Name: Fred T. Franzia

Title: President

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SCHEDULE A

Trademark	Status	Owner	App. No.	App. Date	Reg. No.	Reg. Date
 <i>Blanc de Bleu</i> BLANC DE BLEU and Design	Registered	BLUE IN STYLE, LLC	85474465	16-NOV-2011	4178557	24-JUL-2012
SOMETHING BLUE	Registered	BLUE IN STYLE, LLC	77350478	12-DEC-2007	3750299	16-FEB-2010
BLANC DE BLEU	Registered	BLUE IN STYLE, LLC	87000360	14-APR-2016	5094921	06-DEC-2016
IN YOUR MAGICAL MOMENTS	Registered	BLUE IN STYLE, LLC	88084609	20-AUG-2018	5714544	02-APR-2019
SOMETHING PINK	Published (Pending) Intent to Use	BLUE IN STYLE, LLC	88124760	20-SEP-2018		

