

900524041 11/20/2019

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TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM550139

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
JAG Consulting, LLC		02/11/2019	Corporation: MICHIGAN

Limited Liability company

RECEIVING PARTY DATA

Name:	American Vintners, LLC
Street Address:	612 W. University, Suite 200
City:	Rochester
State/Country:	MICHIGAN
Postal Code:	48307
Entity Type:	Limited Liability Company: MICHIGAN

PROPERTY NUMBERS Total: 10

Property Type	Number	Word Mark
Registration Number:	4252467	THE BRIDGE
Registration Number:	4240790	THE FOG
Registration Number:	4238827	THE FALLS
Registration Number:	4487867	CALIFORNIA LANDSCAPE
Registration Number:	4632988	THE HIDDEN COVE
Registration Number:	4370103	CONTINENTAL EXPEDITION
Registration Number:	4370084	THE RIVER VALLEY
Registration Number:	4471281	THE OAK
Registration Number:	4394569	THE ROCK
Registration Number:	4178198	THE MISSION

OP \$265.00 4252467

CORRESPONDENCE DATA

Fax Number: 3135286923
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: 313-528-4882
Email: docket@b2iplaw.com
Correspondent Name: Bejin Bieneman PLC
Address Line 1: 2000 TOWN CENTER, SUITE 800
Address Line 4: Southfield, MICHIGAN 48075

NAME OF SUBMITTER:	christopher m. francis
SIGNATURE:	/Christopher M. Francis/
DATE SIGNED:	11/20/2019
Total Attachments: 2 source=01346-0999 JAG to American Vintners#page1.tif source=01346-0999 JAG to American Vintners#page2.tif	


TRADEMARK ASSIGNMENT

WHEREAS, JAG CONSULTING, LLC, a limited liability company organized and existing under the laws of the State of Michigan ("Assignor"), has adopted and is using, used, or considered using the trademarks listed on Schedule A hereto (the "Trademarks"), and the goodwill of the business symbolized by the Trademarks; and

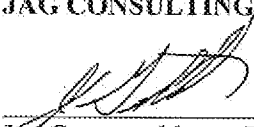
WHEREAS, AMERICAN VINTNERS, LLC, a limited liability company organized and existing under the laws of the State of Michigan ("Assignee"), desires to acquire the Trademarks and their associated goodwill.

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor hereby assigns unto Assignee: (a) the full right, title and interest in and to the Trademarks and the goodwill of the business connected with and symbolized by the Trademarks, and (b) all rights, interests, claims, demands, and damages, recoverable in law or in equity, that Assignor has or may have for past and future infringements of the Trademarks, including, without limitation, the right to compromise, sue for and collect profits and damages; the same to be held and enjoyed by Assignee, its successors and assigns or their legal representatives, as fully and entirely as the same might or could have been held and enjoyed by Assignor had this Trademark Assignment not been made.

Assignor agrees to execute such other documents or instruments and take such reasonable actions as may be reasonably requested by Assignee to effectuate the assignment of the Trademarks as described above. This Trademark Assignment may be executed and delivered (including by portable document format (PDF)) in one or more counterparts, each of which when executed and delivered shall be deemed to be an original but all of which taken together shall constitute one and same instrument.

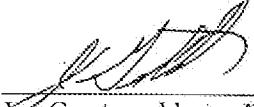
IN WITNESS WHEREOF, the undersigned have executed this Trademark Assignment as of the 11th day of February, 2019. 

**ASSIGNOR
JAG CONSULTING, LLC**



Jon Gerstenschlager, President

**ASSIGNEE
AMERICAN VINTNERS, LLC**



Jon Gerstenschlager, Member

Schedule A

Registered marks

Trade Mark	Jurisdiction	Application No.	Registration No.
THE BRIDGE	US	85396537	4252467
THE FOG	US	85497633	4240790
THE FALLS	US	85396590	4238827
CALIFORNIA LANDSCAPE	US	85974697	4487867
THE HIDDEN COVE	US	85820231	4632988
CONTINENTAL EXPEDITION	US	85750409	4370103
THE RIVER VALLEY	US	85727313	4370084
THE OAK	US	85396566	4471281
THE ROCK	US	85396506	4394569
THE MISSION	US	85396519	4178198

Common law marks

Trade Mark
THE PIER
EXPEDITION
STARLIGHT
STARLIGHT MOSCATO
STARLIGHT PEACH
STARLIGHT WATERMELON
STARLIGHT STRAWBERRY
SWEET TIMES MOSCATO
SWEET TIMES PINK MOSCATO
SWEET TIMES
TWO DOVES
STARLIGHT M PEACH MOSCATO (& design)