

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM555163

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
ASP Wine Company LLC		11/07/2019	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Foley Family Wines, Inc.		
Street Address:	200 Concourse Blvd.		
City:	Santa Rosa		
State/Country:	CALIFORNIA		
Postal Code:	95403		
Entity Type:	Corporation: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4576743	HEARSAY	
CORRESPONDENCE DATA			
Fax Number:	3146127682		
<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:	(314) 444-7600		
Email:	jgreenberg@lewisrice.com		
Correspondent Name:	John B. Greenberg		
Address Line 1:	600 Washington Avenue		
Address Line 2:	Suite 2500		
Address Line 4:	St. Louis, MISSOURI 63101		
NAME OF SUBMITTER:	John B. Greenberg, attorney		
SIGNATURE:	/John B Greenberg/		
DATE SIGNED:	12/30/2019		
Total Attachments: 2			
source=Trademark Assignment (Hearsay)#page1.tif			
source=Trademark Assignment (Hearsay)#page2.tif			

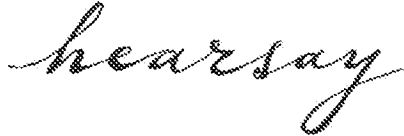
OP \$40.00 4576743

EXHIBIT B
FORM OF
TRADEMARK ASSIGNMENT

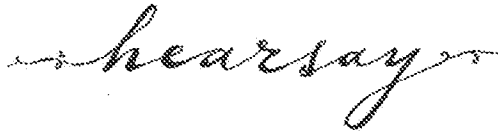
THIS TRADEMARK ASSIGNMENT ("Assignment"), dated as of this first day of _____, 2019, is made and entered into by ASP Wine Company LLC, a California Limited Liability Company ("Assignor"), and Foley Family Wines, Inc., a Delaware corporation ("Assignee").

WHEREAS, Assignor is the owner of the following trademarks:

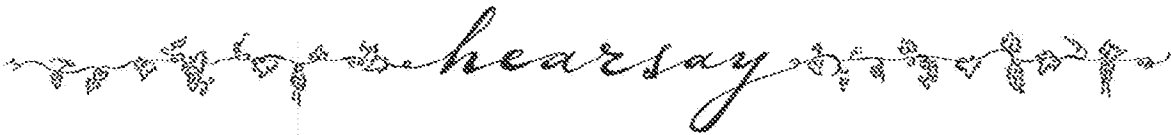
- HEARSAY, a standard character mark that is the subject of common law rights and a registration with the U.S. Patent and Trademark Office, Registration No. 4,576,743;
- HEARSAY and Design, a composite mark (depicted below) that is the subject of common law rights:



- HEARSAY and Design, a composite mark (depicted below) that is the subject of common law rights:



- HEARSAY and Design, a composite mark (depicted below) that is the subject of common law rights:



WHEREAS, Assignor desires to assign to Assignee, and Assignee desires to acquire from Assignor, all rights, title and interest in and to all of the above-identified marks (collectively, the "Marks") and registration (collectively, the "Registration"), including, without limitation, all common law rights relating to the Marks and all renewals and extensions that may be granted in connection with the Registration, together with the goodwill of Assignor's business associated with the Marks and Registration;

NOW, THEREFORE, for the amount of US \$1.00 and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged:


1. Assignor hereby assigns, sells and sets over to Assignee all rights, title and interest in and to the Marks and Registration, together with the goodwill of Assignor's business symbolized by the

Marks and Registration, and all other rights that Assignor has enjoyed thereunder as trademarks, service marks, trade names, domain names and otherwise, including, without limitation, all rights and remedies based upon past infringement (including the right to sue and collect damages and profits for such infringement).

2. Assignor covenants and agrees that it will, at any time, on request, execute and deliver any and all papers that may be necessary or desirable to perfect the title to the aforementioned assets and rights assigned by this Assignment.

IN WITNESS WHEREOF, the Assignor has executed this Assignment as of the day and year first above written.

ASSIGNOR

By: 
Name: Shamon Peston
Title: Managing Member