

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM559601

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Flora Springs Wine Company		01/17/2020	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	SHL Cathiard LLC		
Street Address:	1101 Vintage Avenue		
City:	St. Helena		
State/Country:	CALIFORNIA		
Postal Code:	94574		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	88725403	RENNIE RESERVE	
CORRESPONDENCE DATA			
Fax Number:	5037785299		
<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:	503-778-5320		
Email:	almurray@dwt.com		
Correspondent Name:	J. Alfred Murray, Davis Wright Tremaine		
Address Line 1:	1300 SW Fifth Avenue, Suite 2400		
Address Line 4:	Portland, OREGON 97201		
ATTORNEY DOCKET NUMBER:	0113662-000001		
NAME OF SUBMITTER:	J. Alfred Murray, Davis Wright Tremaine		
SIGNATURE:	/J. Alfred Murray/		
DATE SIGNED:	01/30/2020		
Total Attachments: 1			
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CH \$40.00 88725403

Attachment 1

Trademark Assignment

WHEREAS, Flora Springs Wine Company, a California corporation (“**Flora**”), is the owner of the following trademark (the “**Trademark**”) and associated application (the “**Application**”):

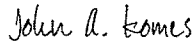
Jurisdiction	Mark	Application Serial No.
United States (Federal)	RENNIE RESERVE	88725403

WHEREAS, SHL Cathiard LLC, a California limited liability company (“**Cathiard**”) with a principal place of business at 1101 Vintage Avenue, St. Helena, CA 94574, is desirous of acquiring said Trademark and Application, and any related marks as defined below.

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Flora does hereby assign unto Cathiard all of Flora’s right, title and interest, including common law rights, in all countries and jurisdictions of the world, in and to the Trademark and the Application; the goodwill associated therewith and symbolized thereby; all of Flora’s rights of priority with respect to the Application; and all rights, interests, claims and demands recoverable in law or in equity that Flora has or may have in profits and damages for past, present and future third party infringements of the Trademark, including the right to compromise, sue for and collect said profits and damages.

This Assignment is effective as of January 17, 2020.

FLORA SPRINGS WINE COMPANY

DocuSigned by:

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 John A. Komes, President