

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM615159

|   |  |                       |                         |
|---|--|-----------------------|-------------------------|
| <b>SUBMISSION TYPE:</b>   | NEW ASSIGNMENT                                     |                       |                         |
| <b>NATURE OF CONVEYANCE:</b>  | ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL |                       |                         |
| <b>SEQUENCE:</b>  | 2  |                       |                         |
| <b>CONVEYING PARTY DATA</b>   |  |                       |                         |
| <b>Name</b>   | <b>Formerly</b>                                    | <b>Execution Date</b> | <b>Entity Type</b>      |
| Lawrence Family Vineyards, Inc.   | FORMERLY Heitz Wine Cellars                        | 12/16/2020            | Corporation: CALIFORNIA |
| <b>RECEIVING PARTY DATA</b>   |  |                       |                         |
| <b>Name:</b>  | Burgess Cellar LLC                                 |                       |                         |
| <b>Street Address:</b>  | 500 Taplin Road                                    |                       |                         |
| <b>City:</b>  | St. Helena   |                       |                         |
| <b>State/Country:</b>   | CALIFORNIA   |                       |                         |
| <b>Postal Code:</b>   | 94574  |                       |                         |
| <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>   | 2329412  | TRIERE                |                         |
| <b>CORRESPONDENCE DATA</b>  |  |                       |                         |
| <b>Fax Number:</b>  | 7079633130   |                       |                         |
| <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>   | 7079633030   |                       |                         |
| <b>Email:</b>   | luisa@reidylawgroup.com                            |                       |                         |
| <b>Correspondent Name:</b>  | Daniel A. Reidy, Esq.                              |                       |                         |
| <b>Address Line 1:</b>  | 1230 Spring Street                                 |                       |                         |
| <b>Address Line 4:</b>  | Saint Helena, CALIFORNIA 94574                     |                       |                         |
| <b>NAME OF SUBMITTER:</b>   | Daniel A. Reidy, Esq.                              |                       |                         |
| <b>SIGNATURE:</b>   | /Daniel A. Reidy/                                  |                       |                         |
| <b>DATE SIGNED:</b>   | 12/17/2020   |                       |                         |
| <b>Total Attachments: 1</b>   |  |                       |                         |
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OP \$40.00 2329412

## ASSIGNMENT OF TRADEMARKS

Whereas, Lawrence Family Vineyards, Inc., a California Corporation formerly known as Heitz Wine Cellars, with an address at 500 Taplin Road, St. Helena, CA 94574 ("Assignor") has adopted, used, and owns United States Trademark Registration No. 2329412 (the "Registration") for the TRIERE trademark (the "Trademark") in connection with wines in Int. Class 033.

Whereas, Burgess Cellar LLC, a California Limited Liability Company with an address at 500 Taplin Road, St. Helena, CA 94574 ("Assignee") is desirous of acquiring the Registration and Trademark.

Whereas, Assignor represents and warrants that it owns all rights and title to the Registration and Trademark and that: (i) it has not assigned or transferred any right, title or interest in and to said Registration to any third party or legal entity, and (ii), to the best of Assignor's knowledge, there have not been, and are, no third party claims against Assignor of any kind challenging Assignor's exclusive rights to the Registration or Trademark.

Now therefore, for good and valuable consideration received, Assignor hereby irrevocably assigns to Assignee all rights title, and interest in and to the Registration and Trademark, together with the goodwill associated with the goods and business symbolized by the Trademark, and including: (i) the registrations thereof; (ii) the common law trademarks and all rights associated therewith; (iii) all rights of any kind whatsoever accruing under or relating to the Trademark provided by applicable laws, international treaties, and conventions and otherwise; and (iv) any and all royalties fees, income, payments and other proceeds now or hereafter due or payable with respect to the Trademark, and the right to recover damages and profits for past infringements thereof.

Lawrence Family Vineyards, Inc.  
("Assignor")

By: \_\_\_\_\_

  
Carlton McCoy, President

Signed in St. Helena, California on this 16 day of December, 2020  
(location)