

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM667810

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	Trademark Assignment		
RESUBMIT DOCUMENT ID:	900634124		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
California Holding, LLC		06/25/2021	Limited Liability Company: DELAWARE
RECEIVING PARTY DATA			
Name:	Star Lane & Dierberg Vineyards, LLC		
Street Address:	2121 Alisos Road		
City:	Santa Ynez		
State/Country:	CALIFORNIA		
Postal Code:	93460		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 3			
Property Type	Number	Word Mark	
Registration Number:	4108716	STAR LANE	
Registration Number:	4082979	THREE SAINTS	
Registration Number:	5145933		
CORRESPONDENCE DATA			
Fax Number:	3146673633		
<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:	314-552-6000		
Email:	ipdocket@thompsoncoburn.com		
Correspondent Name:	Thomas A. Polcyn		
Address Line 1:	One US Bank Plaza		
Address Line 2:	Thompson Coburn LLP		
Address Line 4:	St. Louis, MISSOURI 63101		
ATTORNEY DOCKET NUMBER:	53585-97984		
NAME OF SUBMITTER:	Thomas A. Polcyn		
SIGNATURE:	/thomas a. polcyn/		
DATE SIGNED:	08/16/2021		
Total Attachments: 3			

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TRADEMARK ASSIGNMENT

This Trademark Assignment (this "Assignment"), is entered into as of the date of the last signature below (the "Effective Date") and is by and between **California Holding, LLC**, a Delaware limited liability company ("Assignor"), and **Star Lane & Dierberg Vineyards, LLC**, a Delaware limited liability company ("Assignee").

WHEREAS, Assignor and Assignee are parties to a Bill of Sale and Assignment and Assumption Agreement dated August 5, 2019 (the "Agreement"), pursuant to which, among other things, Assignor agreed to sell to Assignee, and Assignee agreed to buy from Assignor, certain assets (as defined in the Agreement), upon the terms and conditions set forth therein;

WHEREAS, in connection with the Agreement, Assignor has agreed to transfer to Assignee the trademarks identified on the attached Schedule A (the "Assigned Trademarks"), effective as of the Effective Date; and

WHEREAS, in accordance with the Agreement, Assignor desires to assign and Assignee desires to acquire the Assigned Trademarks, including all goodwill associated therewith and symbolized thereby.

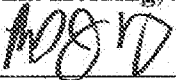
NOW THEREFORE, in consideration of the premises and the mutual covenants and agreements herein contained, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto, intending to be legally bound, agree as follows:

1. Assignment. Assignor does hereby sell, assign, convey, transfer and deliver to Assignee, its successors and assigns: (a) all of Assignor's right, title and interest in and to the Assigned Trademarks, including, without limitation, any registrations, applications, renewals and extensions therefor, together with the ongoing and existing business of Assignor to which the Assigned Trademarks pertain and the goodwill associated with the Assigned Trademarks and symbolized thereby, effective as of the Effective Date and (b) all other rights accruing thereunder or pertaining thereto, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors and assigns, as full and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made, including all claims, causes of actions and rights to pursue and collect damages, costs, injunctive relief and other remedies for past, current or future infringement or dilution of any of the Assigned Trademarks and all income, royalties or payments due or payable as of the Effective Date or thereafter in respect of any of the foregoing.
2. Agreement. Notwithstanding anything in this Assignment to the contrary, nothing in this Assignment, express or implied, is intended or shall be construed to modify, expand or limit in any way the terms and conditions of the Agreement, all of which shall survive the delivery of this Assignment to the extent provided in the Agreement. To the extent that any provision of this Assignment conflicts or is inconsistent with the terms and conditions of the Agreement, the Agreement will govern.

3. Further Assurances. Assignor shall execute any further documents or instruments reasonably requested by Assignee and necessary to confirm, record or otherwise carry out the purposes or intent of this Assignment.

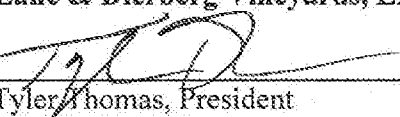
IN WITNESS WHEREOF, each of the parties hereto has executed and delivered this Assignment as of the Effective Date defined above.

California Holding, LLC

By: 
Michael Dierberg, Manager

06/25/21
Date

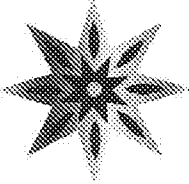
Star Lane & Dierberg Vineyards, LLC

By: 
Tyler Thomas, President

6/28/21
Date

Schedule A

Assigned Trademarks

Mark	Country	Registration No.	Registration Date
STAR LANE	U.S.	4108716	March 6, 2012
STAR LANE	Canada	TMA833695	October 5, 2012
THREE SAINTS	U.S.	4082979	January 10, 2012
	U.S.	5145933	February 21, 2017