

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM678494

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Treasury Wine Estates Americas Company		09/30/2021	Corporation: DELAWARE
RECEIVING PARTY DATA			
Name:	Bronco Wine Company		
Street Address:	6342 Bystrum Road		
City:	Ceres		
State/Country:	CALIFORNIA		
Postal Code:	95307		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	5945881	55 CARTAS 55	
CORRESPONDENCE DATA			
Fax Number:			
<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:	312-224-1542		
Email:	mcadrot@wilcoxip.com		
Correspondent Name:	Mary A. Cadrot		
Address Line 1:	20 North Wacker Drive		
Address Line 2:	Suite 1000		
Address Line 4:	Chicago, ILLINOIS 60606		
NAME OF SUBMITTER:	Mary A. Cadrot		
SIGNATURE:	/Mary A. Cadrot/		
DATE SIGNED:	10/01/2021		
Total Attachments: 2			
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source=TWE_IP Assignment Agrmt#page2.tif			

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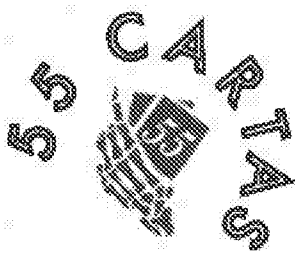
IP ASSIGNMENT AGREEMENT

This IP Assignment Agreement (the "Assignment Agreement") is entered into as of September 30, 2021 ("Assignment Date") by and among Treasury Wine Estates Americas Company, a Delaware corporation ("Assignor") and Bronco Wine Company, a California corporation ("Assignee").

RECITALS

Assignor and Assignee entered into an Inventory and Brand Sale Agreement on September 30, 2021 ("Sale Agreement"). As of the Assignment Date, which is the Closing Date pursuant to the Sale Agreement, Assignor wishes to assign all right, title and interest (including goodwill) in and to the Intellectual Property (as defined in the Sale Agreement) to Assignee, and Assignee wishes to assume the Intellectual Property from Assignor. All capitalized terms used in this Assignment Agreement but not defined have the meanings given to them in the Sale Agreement.

The Intellectual Property includes the 55 CARTAS name and trademark (the "Trademark"), and the following associated registrations:

Jurisdiction	Mark	Reg. No.
United States (Federal)		5945881

AGREEMENT

Assignor and Assignee hereby agree as follows:

- Assignment.** As of the Assignment Date, Assignor hereby assigns to Assignee, and Assignee hereby accepts, all right, title and interest in and to the Intellectual Property including the Trademark in the Territory, which is the United States of America, together with the goodwill of the business symbolized by the Trademark and including the right to sue and recover for past infringement.
- Trademark Assignment.** As soon as practicable after the execution of this Assignment Agreement, Assignee shall file this Assignment Agreement with the United States Patent and Trademark Office ("USPTO") in order to effect the assignment of the Trademark. The parties shall take all other actions necessary or appropriate to effectuate the assignment of the Intellectual Property including the Trademark.
- Miscellaneous.** This Assignment shall be governed by and construed in accordance with the laws of the State of California and shall be binding upon and inure to the benefit of the parties hereto and their respective successors and assigns. This Assignment may be executed in two or more counterparts (including by facsimile), each of which shall be deemed to be an original but all of which shall constitute one and the same instrument.

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ASSIGNOR:

Treasury Wine Estates Americas Company

By: *[Signature]*

Name: Ben Dollard

Title: President, Americas

ASSIGNEE:

Bronco Wine Company

By: *[Signature]*

Name: Fred T. Monzila

Title: President and CEO

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