

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM684589

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Diageo North America, Inc.		10/26/2021	Corporation: CONNECTICUT
RECEIVING PARTY DATA			
Name:	Momtazee Estate, LLC		
Street Address:	2755 Campus Drive, No. 240		
City:	San Mateo		
State/Country:	CALIFORNIA		
Postal Code:	94403		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 2			
Property Type	Number	Word Mark	
Registration Number:	2536209	MOON MOUNTAIN	
Registration Number:	3569495	MOON MOUNTAIN VINEYARD	
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:	415-954-4964		
Email:	trademarks@fbm.com		
Correspondent Name:	David E. Stoll, Farella Braun + Martel		
Address Line 1:	235 Montgomery Street, 17th Floor		
Address Line 4:	San Francisco, CALIFORNIA 94104		
ATTORNEY DOCKET NUMBER:	26104 TM asmt MOON MTN		
NAME OF SUBMITTER:	David E. Stoll		
SIGNATURE:	/david e. stoll/		
DATE SIGNED:	10/29/2021		
Total Attachments: 2			
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CH \$65.00 2536209

TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT is made and entered into as of October 26, 2021, by and between Diageo North America, Inc., a Connecticut corporation with an address at Three World Trade Center, 175 Greenwich Street, New York, NY 10007 (the "Assignor") and Momtazee Estate, LLC, a California limited liability company (the "Assignee").

WHEREAS Assignor wishes to sell, convey, transfer, assign, and deliver all of its right, title and interest in and to the trademarks set forth on Exhibit A hereto (the "Marks") and any goodwill of the business associated with the Marks.

WHEREAS Assignee wishes to accept such assignment of the Marks.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which the parties hereby acknowledge, Assignor hereby sells, conveys, transfer, assigns, and delivers to Assignee, effective as of October 26, 2021, all of Assignor's right, title and interest in and to the Marks and any goodwill of the business associated with the Marks.

Assignee acknowledges that this assignment is solely on an "as is" basis, and Assignor expressly disclaims any representation or warranty, express or implied, with respect to the Marks (including as to merchantability or fitness for a particular purpose).

Assignor authorizes the United States Patent and Trademark Office to record the Assignee as the assignee of the Marks. For clarity, Assignee is solely responsible for all costs to record this Trademark Assignment.

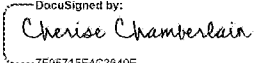
IN WITNESS WHEREOF, the parties hereto have executed this Trademark Assignment effective as of the date first above written.

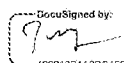
ASSIGNOR:

ASSIGNEE:

Diageo North America, Inc.

Momtazee Estate, LLC

By:  7F96715E4C3649E...

By:  42021094A3BC455...

Name: Cherise Chamberlain

Name: James C. Momtazee

Title: Assistant Secretary

Title: Manager

EXHIBIT A

<u>Jurisdiction</u>	<u>Trademark</u>	Registration No.	Registration Date
U.S.A.	MOON MOUNTAIN	2536209	2/05/2002
U.S.A.	MOON MOUNTAIN VINEYARD	3569495	2/03/2009