

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM766549

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Flying Blue Imports, LLC		10/31/2022	Limited Liability Company: WISCONSIN
RECEIVING PARTY DATA			
Name:	C. Mondavi & Family		
Street Address:	2800 Main Street		
City:	St. Helena		
State/Country:	CALIFORNIA		
Postal Code:	94574		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	4928129	FRENCH BLUE	
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:	(707) 526-4200		
Email:	jdawson@cmprlaw.com		
Correspondent Name:	John B. Dawson		
Address Line 1:	100 B Street, Suite 400		
Address Line 4:	Santa Rosa, CALIFORNIA 95401		
ATTORNEY DOCKET NUMBER:	1676.0002		
NAME OF SUBMITTER:	John B. Dawson		
SIGNATURE:	/John B. Dawson/		
DATE SIGNED:	11/08/2022		
Total Attachments: 2			
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OP \$40.00 4928129

TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT (this "Assignment") is entered into as of October 31, 2022 by and between Flying Blue Imports, LLC, a Wisconsin limited liability company ("Assignor"), and C. Mondavi & Family, a California corporation ("Assignee").

RECITALS

A. Assignor is the sole owner of, and is using, the following trademark and U.S. trademark registration (the "Mark");

Trademark:	Goods:	Registration Date	Registration No.
FRENCH BLUE (word mark)	IC 033; Wine	March 29, 2016	4,928,129

B. Assignor desires to assign its interest in the Mark, including the goodwill represented thereby (the "Goodwill"), to Assignee, and Assignee desires to acquire such Mark and Goodwill.

AGREEMENT

1. Assignment. For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest Assignor holds in and to the Mark and Goodwill and all rights in and to any and all causes of action heretofore or hereafter accrued or accruing for infringement or threatened or alleged infringement of the Mark.

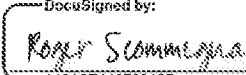
This Assignment shall be binding on the parties, their successors and/or assigns and all others acting by, through, with or under their direction and those in privity therewith.

(Signatures to Follow)

Assignor and Assignee have entered into this Assignment as of the date first written above.

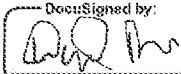
ASSIGNOR:

FLYING BLUE IMPORTS, LLC

By: 
 DocuSigned by:
A18A3E446F3242E
Roger Scimmegna, Managing Member

ASSIGNEE:

C. MONDAVI & FAMILY

By: 
 DocuSigned by:
A18A3E446F3242E
David Brown, CEO