

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM776654

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900721362		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Ste. Michelle Wine Estates LLC		10/01/2021	Limited Liability Company: WASHINGTON
RECEIVING PARTY DATA			
Name:	PremiumCo LLC		
Street Address:	14111 NE 145TH STREET		
City:	WOODINVILLE		
State/Country:	WASHINGTON		
Postal Code:	98072		
Entity Type:	Limited Liability Company: DELAWARE		
PROPERTY NUMBERS Total: 8			
Property Type	Number	Word Mark	
Registration Number:	1949609	ANTHOLOGY	
Registration Number:	4631093	BARREL BLENDING EXPERIENCE	
Registration Number:	1474418	CONN CREEK	
Registration Number:	3908465	KATHERINE CORKRUM	
Registration Number:	4719151	MULE SKINNER	
Registration Number:	6123555	NINA LEE	
Registration Number:	4951808	THE SONOMA HOUSE AT PATZ & HALL	
Registration Number:	6096444	URIAH	
CORRESPONDENCE DATA			
Fax Number:	2124464900		
<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>			
Email:	susan.zablocki@kirkland.com		
Correspondent Name:	SUSAN ZABLOCKI		
Address Line 1:	Kirkland & Ellis LLP		
Address Line 4:	New York, NEW YORK 10022		
ATTORNEY DOCKET NUMBER:	51822-3		

NAME OF SUBMITTER:	Susan Zablocki
SIGNATURE:	/susan zablocki/
DATE SIGNED:	12/27/2022
Total Attachments: 4 source=source=Executed Assignment - PremiumCo LLC#page1.tif source=source=Executed Assignment - PremiumCo LLC#page2.tif source=source=Executed Assignment - PremiumCo LLC#page3.tif source=source=Executed Assignment - PremiumCo LLC#page4.tif	

INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT

THIS INTELLECTUAL PROPERTY ASSIGNMENT AGREEMENT (this "IP Assignment") is entered into and effective as of October 1, 2021 (the "Effective Date") by and among Ste. Michelle Wine Estates LLC, a Washington limited liability company ("SMWE") (the "Assignor") and PremiumCo LLC, a Delaware limited liability company (the "Assignee").

WHEREAS, the Assignor owns certain Intellectual Property; and

WHEREAS, pursuant to the Transfer Agreement dated as of October 1, 2021, Assignor has transferred and assigned, and Assignee has accepted, certain assets of Assignor, including, without limitation, all of Assignor's right, title and interest in and to the trademark registrations and applications for registration identified and set forth on Schedule A attached hereto,

WHEREAS, in connection with the separation and internal restructuring of the business of Assignor's and Assignee's Affiliates, Assignor wishes to assign to Assignee, and Assignee wishes to acquire from the Assignor all of such Assignor's worldwide right, title and interest in and to the Intellectual Property set forth on Schedule A, including all goodwill associated with or symbolized thereby, and the goodwill of any business carried on in connection therewith, together with all rights of priority and renewals thereof (collectively, the "Assigned IP"); and

NOW, THEREFORE, in consideration of the promises and mutual agreements set forth herein and other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, the parties hereto hereby agree as follows:

1. Assignment by Assignor. Assignor hereby sells, conveys, transfers, assigns and delivers to Assignee, and Assignee hereby purchases, acquires, takes possession and delivery of and accepts, the following: (a) all of such Assignor's worldwide right, title and interest in and to the Assigned IP, and (b) any corresponding rights to file federal, state and foreign applications for registration to secure Assignee's rights in any of the Assigned IP.

2. Assignee's Use and Enjoyment. The rights, titles and interests sold, conveyed, transferred, assigned, or delivered under any of Section **Error! Reference source not found.** of this Assignment shall be for Assignee's own use and enjoyment, respectively, and for the use and enjoyment of each of Assignee's Affiliates, successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment had not been made.

3. Further Assurances; Authorization; Delivery. Assignor shall promptly deliver the Assigned IP to Assignee. Assignor shall from time to time after the delivery of this Assignment, at the request and expense of Assignee, and without further consideration, (i) take all further legal actions, (ii) provide to Assignee and Assignee's Affiliates, successors, assigns or other legal representatives all such cooperation and assistance that the Assignee reasonably may deem appropriate, and (iii) execute and deliver such other instruments of conveyance and transfer, consents, bills of sale, assignments and assurances, in each case of clauses (i) through (iii) as reasonably necessary to consummate, confirm or evidence the sale, conveyance, transfer, assignment and delivery of the Assigned IP, including assisting with the prosecution, protection and enforcement thereof. Assignor hereby authorizes and requests the United States Commissioner of Patents and Trademarks, the Register of Copyrights, and other empowered officials of the United States Patent and Trademark Office, United States Copyright Office, and the officials of corresponding entities or agencies in any applicable foreign country to record the

applicable Assignee as the owner of any patents, patent applications, trademark registrations or applications, and copyright registrations included in the Assigned IP.

4. Definitions.

(a) "Affiliate" of any Person shall mean any Person directly or indirectly controlling, controlled by, or under common control with, such Person; provided, that, for the purposes of this definition, "control" (including, with correlative meanings, the terms "controlled by" and "under common control with"), as used with respect to any Person, shall mean the possession, directly or indirectly, of the power to direct or cause the direction of the management and policies of such Person, whether through the ownership of voting securities, by contract or otherwise.

(b) "Intellectual Property" shall mean any of the following: (a) patents and patent applications, (b) registered and unregistered trademarks and service marks, including pending registrations and applications thereof, and all goodwill arising from the foregoing, (c) registered and unregistered copyrights, including applications and registrations thereof, (d) Internet domain names, and (e) trade secrets.

(c) "Person" shall mean and include an individual, a partnership, a limited liability partnership, a joint venture, a corporation, a limited liability company, a trust, an unincorporated organization, a group and a governmental entity.

5. Power of Attorney. Assignor hereby appoints Assignee, and each of their successors and assigns as its true and lawful attorney to act in its name and on its behalf with respect to the collection or reduction to possession of any of the Assigned IP and to execute any documents and instruments and to do all such other acts and things as may be necessary to effectuate the foregoing, such power a right coupled with an interest that cannot be revoked.

6. Miscellaneous. This Assignment is executed by Assignor and shall be binding upon Assignor, its successors and assigns, for the uses and purposes above set forth and referred to and shall inure to the benefit of Assignee, its successors and assigns. This Assignment may be executed in one or more counterparts, each of which shall be deemed an original, and together shall constitute one and the same agreement and shall become effective when one or more counterparts have been signed by each of the parties and delivered to the other party, it being understood that the parties need not sign the same counterpart. This Assignment, following its execution, may be delivered via electronic mail or other form of electronic delivery, which shall constitute delivery of an execution original for all purposes. Any claims and causes of action arising with respect to this Assignment shall be governed by and construed in accordance with the laws of the State of Delaware, without regard to the conflicts of law provisions thereof.

[Signature page follows]

IN WITNESS WHEREOF, the parties hereto have caused this Assignment to be duly executed as of the Effective Date.

ASSIGNOR

STE. MICHELLE WINE ESTATES LLC

By Adam Copley
Name: Adam Copley
Title: Vice President

ASSIGNEE

PREMIUMCO LLC

By Adam Copley
Name: Adam Copley
Title: Vice President

Schedule A

Assigned IP

Trademarks

1.

Trademark	Jurisdiction	Application Number	Registration Number	Application Date	Registration Date	Status	Current Owner
ANTHOLOGY	U.S. Federal	74517896	1949609	Apr. 28, 1994	Jan. 16, 1996	Registered	STE. MICHELLE WINE ESTATES LLC
BARREL BLENDING EXPERIENCE	U.S. Federal	86090800	4631093	Oct. 14, 2013	Nov. 04, 2014	Registered	STE. MICHELLE WINE ESTATES LLC
CONN CREEK	U.S. Federal	73615571	1474418	Aug. 19, 1986	Jan. 26, 1988	Registered	STE. MICHELLE WINE ESTATES LLC
KATHERINE CORKRUM	U.S. Federal	77589797	3908465	Oct. 09, 2008	Jan. 18, 2011	Registered	STE. MICHELLE WINE ESTATES LLC
MULE SKINNER	U.S. Federal	86235463	4719151	Mar. 28, 2014	Apr. 14, 2015	Registered	STE. MICHELLE WINE ESTATES LLC
NINA LEE	U.S. Federal	88749583	6123555	Jan. 07, 2020	Aug. 11, 2020	Registered	STE. MICHELLE WINE ESTATES LLC
UNABASHED	U.S. Federal	86156487	4951808	Jan. 02, 2014	May 03, 2016	Registered	STE. MICHELLE WINE ESTATES LLC
URLAH	U.S. Federal	88749580	6096444	Jan. 07, 2020	Jul. 07, 2020	Registered	STE. MICHELLE WINE ESTATES LLC