

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM788669

SUBMISSION TYPE:	RESUBMISSION
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL
RESUBMIT DOCUMENT ID:	900741629
SEQUENCE:	2

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
PF Wine Company, LLC		12/31/2022	Limited Liability Company: CALIFORNIA

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:	2983402	L'ATTITUDE 39

CORRESPONDENCE DATA

Fax Number: 2095441085

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.

Phone: 2095545232

Email: MPacher@rodsoulaw.com

Correspondent Name: Matthew Pacher

Address Line 1: 100 Sycamore Avenue

Address Line 2: Suite 101

Address Line 4: Modesto, CALIFORNIA 95354

NAME OF SUBMITTER:	Matthew Pacher
SIGNATURE:	/Matthew Pacher/
DATE SIGNED:	02/22/2023

Total Attachments: 1

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TRADEMARK ASSIGNMENT

This Trademark Assignment is made as of December 31, 2022 (the "Effective Date") by and between PF Wine Company, LLC, a California limited liability company, having an address at 6342 Bystrum Road, Ceres, CA 95307 ("Assignor") and Bronco Wine Company, a California corporation, having an address at 6342 Bystrum Road, Ceres, CA 95307 ("Assignee").

Whereas, Assignor and Assignee are parties to that certain Intellectual Property Purchase and Assignment Agreement (the "Purchase Agreement") pursuant to which Assignor has agreed to sell to Assignee the trademark "L'ATTITUDE 39" for "wine" which was registered with the United States Patent and Trademark Office on August 9, 2005 as Registration Number 2983402 (the "L'Attitude 39 Mark").

Now, therefore, pursuant to the terms of the Purchase Agreement, Assignor, for valuable consideration, the receipt and sufficiency of which are hereby acknowledged, hereby assigns and transfers to Assignee, and Assignee hereby accepts:

A. All rights, title and interest held by Assignor in and to the L'Attitude 39 Mark, the associated goodwill and the registration for the L'Attitude 39 Mark; and

B. All rights to damages or profits, due or to become due, accrued or to accrue, arising out of past, present, or future infringement of the L'Attitude 39 Mark or injury to said goodwill, together with the right to sue and recover the same.

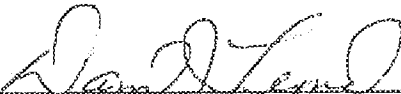
This Trademark Assignment shall be construed, performed and enforced in accordance, and governed by, the laws of the State of California, without giving effect to the principles of conflicts of laws thereof.

In the event that any of the provisions of this Trademark Assignment shall be construed to conflict with a provision of the Purchase Agreement, the provisions in the Purchase Agreement shall be deemed controlling.

In WITNESS WHEREOF, the parties have executed this Trademark Assignment as of the Effective Date.

ASSIGNOR:

PF WINE COMPANY, LLC,
a California limited liability company

By: 
Daniel J. Leonard, Manager

By: 
Mark E. Couchman, Manager

ASSIGNEE:

BRONCO WINE COMPANY,
a California corporation

By: 
Daniel J. Leonard
President | CEO