

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM788671

SUBMISSION TYPE:	RESUBMISSION		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
RESUBMIT DOCUMENT ID:	900741622		
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:	3277390	PICKET FENCE	
CORRESPONDENCE DATA			
Fax Number:	2095441085		
<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:	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 "PICKET FENCE" for "wine" which was registered with the United States Patent and Trademark Office on August 7, 2007 as Registration Number 3277390 (the "Picket Fence 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 Picket Fence Mark, the associated goodwill and the registration for the Picket Fence 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 Picket Fence 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

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