

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM872417

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Jean-Claude Boisset Wines U.S.A., Inc.		01/11/2024	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Wheeler Winery, Inc.		
Street Address:	849 Zinfandel Lane		
City:	St. Helena		
State/Country:	CALIFORNIA		
Postal Code:	94574		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	98134231	STUDIO 69	
CORRESPONDENCE DATA			
Fax Number:	5104511527		
<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:	(510) 451-3300		
Email:	trademarks@donahue.com		
Correspondent Name:	Barbara L. Friedman		
Address Line 1:	1999 Harrison Street		
Address Line 2:	Suite 2600		
Address Line 4:	Oakland, CALIFORNIA 94612		
NAME OF SUBMITTER:	Eric Baxter		
SIGNATURE:	/Eric Baxter/		
DATE SIGNED:	01/30/2024		
Total Attachments: 2			
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IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

TRADEMARK ASSIGNMENT

Name of Assignor:	Jean-Claude Boisset Wines U.S.A., Inc., a California corporation
Principal Address of Assignor:	849 Zinfandel Lane, St. Helena, California 94574
Marks:	STUDIO 69 Ser. No. 98134231
Name of Assignee:	Wheeler Winery, Inc., a California corporation
Principal Place of Business of Assignee:	849 Zinfandel Lane, St. Helena, California 94574
Effective Date of Assignment:	October 30 _____, 2023

WHEREAS, Jean-Claude Boisset Wines U.S.A., Inc. owns all right, title, and interest in and to the trademark listed above and the application therefor (the "Mark").

WHEREAS, Wheeler Winery, Inc. desires to acquire and Jean-Claude Boisset Wines U.S.A. desires to transfer to Wheeler Winery, Inc. all of Jean-Claude Boisset Wines U.S.A.'s right, title, and interest in and to the Mark, including that part of the goodwill of the business connected with the use of and symbolized by the Mark;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, the parties do hereby further agree as follows:

1. Trademark Assignment: Assignor does hereby assign and transfer to Assignee all of Assignor's right, title, and interest in and to the Mark, including all common law rights, together with that portion of Assignor's business to which the Mark pertains, and that portion of the goodwill of Assignor's business symbolized by the Mark, and any registration and renewals for the Mark or any variations of the Mark that may be secured under any laws or treaties now or hereafter in force in the United States and in all other countries of the world. Assignor further transfers and assigns the right (but not the obligation) to assert such registered trademarks and other assigned rights to collect for all past, present, and future infringements, and claims for damages and the proceeds thereof, including, without limitation, license royalties and proceeds of infringement suits and all rights corresponding thereto throughout the world by reason of any past and future acts of infringement that have occurred or may occur.

2. Cooperation in Vesting and Enforcing Assignee's Acquired Rights. Assignor shall execute, verify, acknowledge, and return at the request of Assignee, all documents necessary or desirable to perfect and vest in Assignee all right, title, and interest in and to the Mark, and all documents necessary or desirable to protect and enforce such right, title, and interest.

3. Successors and Assigns. This Agreement shall be binding upon the successors and assigns of Assignor and shall inure to the benefit of Assignee's successors and assigns.

4. Counterparts. The Parties agree that this Agreement may be signed in electronically transmitted counterparts, and that such signed counterparts when read together shall be accorded the same legal significance as a single document bearing the original signatures of both parties.

IN WITNESS WHEREOF, the Parties have entered into this Trademark Assignment as of the Effective Date.

Jean-Claude Boisset Wines U.S.A.

Wheeler Winery, Inc.

By: 

By: 

Name: John Moore

Name: Lisa Heisinger

Title: CFO

Title: CEO

Date: 1-11, 2024

Date: January 11, 2024