

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

Assignment ID: TMI161084

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Don Sebastiani & Sons International Wine Negotiants		03/28/2024	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Company Name:	Sonoma Bespoke LLC		
Street Address:	520 Airpark Rd		
City:	Napa		
State/Country:	CALIFORNIA		
Postal Code:	94558		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	90334107	DRAGON RIDGE	
CORRESPONDENCE DATA			
Fax Number:	7075241906		
<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:	7075241900		
Email:	tmdocket@smlaw.com,dranit@smlaw.com		
Correspondent Name:	Warren L Dranit		
Address Line 1:	Spaulding McCullough & Tansil LLP		
Address Line 2:	90 South E St, Suite 200		
Address Line 4:	Santa Rosa, CALIFORNIA 94952		
ATTORNEY DOCKET NUMBER:	0678-0002		
NAME OF SUBMITTER:	Warren Dranit		
SIGNATURE:	Warren Dranit		
DATE SIGNED:	04/11/2024		
Total Attachments: 2			
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source=Trademark Assignment _ DRAGON RIDGE _ DSS to Sonoma Bespoke#page2.tif			

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ASSIGNMENT OF TRADEMARK

This Assignment of Trademark (“**Assignment**”), dated March 28, 2024, is made by DON SEBASTIANI & SONS INTERNATIONAL WINE NEGOCIANTS, a California corporation (“**Assignor**”) in favor of SONOMA BESPOKE LLC, a California limited liability company (“**Sonoma Bespoke**”).

Assignor is the owner of the DRAGON RIDGE trademark (the “**Mark**”). The Mark includes, without limitation, all design marks, logos and other marks arising from, based on or incorporating the literal elements of DRAGON RIDGE. Applicant has developed a business plan including the product that will be sold under the Mark and the means to manufacture the product (collectively, the “**Dragon Ridge Business**”).

For good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Sonoma Bespoke all of Assignor’s right, title, and interest in and to the Mark throughout the world and Assignor’s ongoing and existing business that pertains to the Mark including, without limitation, the Dragon Ridge Business.

The assignment includes, without limitation, all of the goodwill associated with the Mark, all registrations and applications to register thereof, and all rights of Assignor to prosecute and enforce any claims against third parties for past infringement of the Mark.

After the execution of this Assignment, at the request of the Sonoma Bespoke and at the Sonoma Bespoke’s expense, but without additional consideration to Assignor, Assignor will execute and deliver to Sonoma Bespoke from time to time such further instruments of conveyance, transfer, and assignment and other documents, and will take such other actions, as Sonoma Bespoke may reasonably require to convey and deliver more effectively the Mark to Sonoma Bespoke, to perfect Sonoma Bespoke’s title thereto, and otherwise to accomplish the orderly transfer of the Mark to Sonoma Bespoke and to give full effect to this Assignment.

This Assignment is binding on Assignor and its successors and assigns, and inures to the benefit of the Sonoma Bespoke and its successors and assigns.


This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall be deemed one and the same agreement. Electronic delivery of a signature is deemed to have the same legal effect as delivery of an original signature.

[SIGNATURE PAGE FOLLOWS]

IN WITNESS WHEREOF, intending to be legally bound hereby, the undersigned have duly executed this Assignment of Trademark.


Assignor:

DON SEBASTIANI & SONS INTERNATIONAL
WINE NEGOCIANTS,
a California corporation

By: 
Omar Percich, CEO

Sonoma Bespoke:

SONOMA BESPOKE LLC,
a California limited liability company

By: 
Max Franks, Manager

[NOTARY ACKNOWLEDGMENT PAGES FOLLOW]