

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
GRANDS VINS JEAN CLAUDE BOISSET		11/16/2009	CORPORATION: FRANCE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	LA FAMILLE DES GRANDS VINS ET SPIRITUEUX (FGVS)		
<b>Street Address:</b>	Rue des Freres Montgolfier		
<b>City:</b>	Nuits Saint Georges		
<b>State/Country:</b>	FRANCE		
<b>Postal Code:</b>	21700		
<b>Entity Type:</b>	CORPORATION: FRANCE		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3555910	JCB BY JEAN-CHARLES BOISSET	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(415)457-2822		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	(415) 457-2040		
<b>Email:</b>	info@hiaringlaw.com		
<b>Correspondent Name:</b>	Anne Hiaring Hocking		
<b>Address Line 1:</b>	711 Grand Avenue, Suite 260		
<b>Address Line 4:</b>	San Rafael, CALIFORNIA 94901		
<b>DOMESTIC REPRESENTATIVE</b>			
<b>Name:</b>	Anne Hiaring Hocking		
<b>Address Line 1:</b>	711 Grand Avenue, Suite 260		
<b>Address Line 4:</b>	San Rafael, CALIFORNIA 94901		
<b>NAME OF SUBMITTER:</b>	Anne Hiaring Hocking, Attorney of record		

OP \$40.00 3555910

**900147998**

**TRADEMARK**  
**REEL: 004098 FRAME: 0935**

Signature:	/anne hiaring hocking/
Date:	11/18/2009
Total Attachments: 1 source=JCB BY JEAN-CHARLES BOISSET from Boisset to FGVS#page1.tif	

**ASSIGNMENT OF TRADEMARK  
And TRADEMARK REGISTRATION**

WHEREAS, GRANDS VINS JEAN CLAUDE BOISSET ("Assignor") is the owner of the following trademark which is the subject of registration with the United States Patent and Trademark Office (the "Mark"):

<u>Mark</u>	<u>Reg.No.</u>	<u>Reg.Date</u>
JCB BY JEAN-CHARLES BOISSET	3,555,910	2009/01/06

and;

WHEREAS, LA FAMILLE DES GRANDS VINS ET SPIRITUBUX (FGVS) ("Assignee"), a French corporation with a principal place of business at Rue des Freres Montgolfier, Nuits Saint Georges, France 21700, has acquired that portion of the goodwill of the business of Assignor associated with the Mark, including the registration, and is the successor in interest to that portion of business of the Assignor to which the mark pertains pursuant to Section 10 of the Lanham Act, 15 U.S.C. 1060.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title, and interest in and to the Mark, together with the goodwill of that portion of the business to which the Mark applies, and the Certificate of Registration therefore.

The record of this assignment shall be entered in the records of the United States Patent and Trademark Office.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed on the date below written.

**GRANDS VINS JEAN CLAUDE BOISSET**

\_\_\_\_\_  
<Signature>

Dated: 16 novembre 2009

By: GILLES SEGUIN  
<Printed Name>

Its: DIRECTEUR GENERAL  
<Title>



**TRADEMARK**