

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Martin Weyrich Winery, LLC		06/21/2010	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	O'Neill Beverage Co., Ltd.		
Street Address:	8418 South Lac Jac Ave.		
City:	Parlier		
State/Country:	CALIFORNIA		
Postal Code:	93648		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	2964738	MOSCATO ALLEGRO	
Registration Number:	2612637	ETRUSCO	
Registration Number:	2612635	ETRUSCO CABERNET SAUVIGNON	
Registration Number:	2612636	NEBBIOLO IL VECCHIO	
Registration Number:	2612634	ZINFANDEL LA PRIMITIVA	
Registration Number:	1922336	IL PALIO	
CORRESPONDENCE DATA			
Fax Number:	(415)970-5090		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	415-226-1400		
Email:	barry@strikeandtechel.com		
Correspondent Name:	Barry Strike		
Address Line 1:	930 Montgomery Street		
Address Line 2:	Suite 502		
Address Line 4:	San Francisco, CALIFORNIA 94133		

OP \$165.00 2964738

TRADEMARK

NAME OF SUBMITTER:	Barry Strike
Signature:	/BStrike/
Date:	06/22/2010
Total Attachments: 1 source=Assignment TM (6 marks) 062110#page1.tif	

ASSIGNMENT OF U.S. TRADEMARK,
U.S. TRADEMARK REGISTRATION, AND
THE GOODWILL ASSOCIATED THEREWITH

WHEREAS, MARTIN WEYRICH WINERY, LLC, a California limited liability company having an address of 4990 Wing Way, Second Floor, P.O. Box 703, Paso Robles, CALIFORNIA 93447 (Assignor"), has adopted, used and is using the following Marks, which are registered in the U.S. Patent and Trademark Office as follows:

<u>MARK</u>	<u>REG. NO.</u>	<u>ISSUE DATE</u>
MOSCATO ALLEGRO	2,964,738	July 5, 2005
ETRUSCO	2,612,637	August 27, 2002
ETRUSCO CABERNET SAUVIGNON	2,612,635	August 27, 2002
NEBBIOLO IL VECCHIO	2,612,636	August 27, 2002
ZINFANDEL LA PRIMATIVA	2,612,634	August 27, 2002
IL PALIO	1,922,336	September 26, 1995

WHEREAS, pursuant to the Order attached hereto as Exhibit A, the Superior Court of the State of California for the County of San Luis Obispo has appointed a limited purpose receiver ("Receiver") to sell Assignor's collateral, including "all general intangibles now owned or hereafter acquired including but not limited to ... [a]ll trademarks, whether registered or unregistered ... and all trade names whether now in use or to be used."


WHEREAS, O'Neill Beverage Co., Ltd., a Delaware LLC, having an address of 8418 South Lac Jac Avenue, Parlier, CALIFORNIA 93648 ("Assignee"), is desirous of acquiring said Marks, the registration therefor, and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor, through the court-appointed Receiver, does hereby convey, transfer, assign, deliver, and contribute unto Assignee all of Assignor's right, title, and interest of whatever kind in and to the Marks, together with: (1) the goodwill of the business relating to the products upon which the Marks are used and for which they are registered; (2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Mark, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

Assignor, through its Receiver, further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Marks, registration therefor, and the goodwill associated therewith.

ASSIGNOR:

MARTIN WEYRICH WINERY, LLC
Acting through the Receiver appointed by
the Superior Court of the State of California:


Thomas Cook
Cook, Ekmanian & Associates,
Court-appointed Receiver

June 21, 2010