

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
STORYCO, LLC		02/24/2010	LIMITED LIABILITY COMPANY: CALIFORNIA
RECEIVING PARTY DATA			
Name:	St. Helena Estate LLC		
Street Address:	121 East Park Square		
City:	Owatonna		
State/Country:	MINNESOTA		
Postal Code:	55060-0328		
Entity Type:	LIMITED LIABILITY COMPANY: MINNESOTA		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	3292689	SYMPA	
Registration Number:	3337763	SCANDALE	
Registration Number:	3278423	RAVENOUS	
Registration Number:	3356850	VIOLATION	
CORRESPONDENCE DATA			
Fax Number:	(612)335-1657		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	612-335-1448		
Email:	eric.paulsrud@leonard.com		
Correspondent Name:	Eric D. Paulsrud		
Address Line 1:	150 South 5th Street		
Address Line 2:	Suite 2300		
Address Line 4:	Minneapolis, MINNESOTA 55402		
ATTORNEY DOCKET NUMBER:	06474.00002		

OP \$115.00 3292689

900171083

**TRADEMARK
 REEL: 004273 FRAME: 0498**

NAME OF SUBMITTER:	Eric D. Paulsrud
Signature:	/Eric D. Paulsrud/
Date:	09/07/2010
Total Attachments: 2 source=Trademark Assignment - StoryCo to St Helena Estate - 24-FEB-2010#page1.tif source=Trademark Assignment - StoryCo to St Helena Estate - 24-FEB-2010#page2.tif	

ASSIGNMENT OF TRADEMARKS

THIS ASSIGNMENT OF TRADEMARKS (this "Assignment") is made and entered into as of the 24th day of February, 2010 ("Effective Date") by and between ST. HELENA ESTATE LLC, a Minnesota limited liability company, with a principal place of business at 121 E. Park Square, Owatonna, MN 55060-0328 ("Buyer") and STORYCO, LLC, a California limited liability company, with a principal place of business at 100 Pratt Avenue, St. Helena, California ("Seller")

WHEREAS, Seller is the sole and exclusive owner of the entire right, title and interest in, to the trademarks ST. HELENA WINERY, SYMPA, SCANDALE, RAVENOUS and VIOLATION, including the corresponding federal trademark registrations set forth on Exhibit A hereto (the "Marks");

WHEREAS, Buyer and Seller have entered into a separate Asset Purchase Agreement dated December 17, 2009, whereby Seller has agreed to assign the Marks together with the goodwill associated with the Marks to Buyer;

NOW, THEREFORE, in consideration of the mutual promises and conditions and for good and valuable consideration set forth herein and in the Asset Purchase Agreement, the receipt and sufficiency of which are hereby acknowledged, Seller agrees as follows:

Seller does hereby sell, assign and transfer unto Buyer all right, title, and interest in and to the Marks, together with the goodwill of the business symbolized by the Marks, the federal trademark registrations for the Marks, as well as any and all claims, demands, causes of action, rights to sue or other rights occasioned from or because of any and all past infringement of such Marks and the right to collect damages therefore throughout the world.

Seller agrees that it will employ best efforts to promptly transfer ownership and control of the Marks to Buyer. Seller agrees to (a) execute and deliver to Buyer all documents, including but not limited to online or digital documents, reasonably requested by Buyer; and (b) assist Buyer with all other efforts reasonably necessary to effectuate the transfer of the Marks to Buyer.

This Assignment is binding on Seller, its successors and assigns, and inures to the benefit of Buyer, its successors and assigns. Nothing in this instrument, express or implied, is intended or shall be construed to confer upon, or give to, any person, corporation or entity other than Buyer, its successors and assigns, any remedy or claim under or by reason of this instrument, or any terms, covenants or conditions hereof, and all the terms, covenants and conditions in this instrument shall be for the sole and exclusive benefit of Buyer and its successors and assigns.

IN WITNESS WHEREOF, Seller has executed this Assignment effective as of the Effective Date.

SELLER:

STORYCO, LLC, a California limited liability company

By:  PETER E. STORY

Its: Managing Member

By:  PAULETTE M. STORY

Its: Managing Member

EXHIBIT A

Mark	Reg. No.	Reg. Date	Goods/Services	Status
SYMPA	3,292,689	September 18, 2007	Wine	Registered
SCANDALE	3,337,763	November 20, 2007	Wine	Registered
RAVENOUS	3,278,423	August 14, 2007	Wine	Registered
VIOLATION	3,356,850	December 18, 2007	Wine	Registered

6552266v2