

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
Tennessee Wine & Spirits Company		07/29/2011	CORPORATION: TENNESSEE
RECEIVING PARTY DATA			
Name:	BNA Wine Group, LLC		
Street Address:	209 10th Avenue South		
Internal Address:	Suite 521		
City:	Nashville		
State/Country:	TENNESSEE		
Postal Code:	37203		
Entity Type:	LIMITED LIABILITY COMPANY: TENNESSEE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85037948	THE RULE	
CORRESPONDENCE DATA			
Fax Number:	(615)248-4148		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	615-742-7804		
Email:	trademarks@bassberry.com		
Correspondent Name:	Cara L. Jackson		
Address Line 1:	150 3rd Avenue South		
Address Line 2:	Suite 2800		
Address Line 4:	Nashville, TENNESSEE 37201		
ATTORNEY DOCKET NUMBER:	066010-000		
NAME OF SUBMITTER:	Cara L. Jackson		
Signature:	/Cara L. Jackson/		

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TRADEMARK
 REEL: 004595 FRAME: 0639

Date:

08/02/2011

Total Attachments: 5

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TRADEMARK ASSIGNMENT

This TRADEMARK ASSIGNMENT is effective as of July 29, 2011 by and between TENNESSEE WINE & SPIRITS COMPANY ("Assignor"), a Tennessee corporation with an address at P.O. Box 23086, Nashville, Tennessee 37202, and BNA WINE GROUP, LLC ("Assignee").

Assignor owns all right, title and interest in and to certain trademarks, the applications for which are set forth in SCHEDULE A (the "Trademarks"). Assignor wishes to assign all right, title and interest in and to the Trademarks to Assignee on an "As Is" basis.

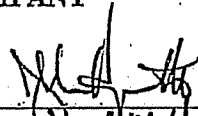
NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby assign to Assignee, its successors, assigns and legal representatives, the entire, full and exclusive right, title and interest in and to the Trademarks, together with the goodwill of the business symbolized by the Trademarks and any registrations therefor, and the right (but not the obligation) to assert the Trademarks and 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. Assignor hereby expressly disclaims any express or implied warranties, whether oral or written, with respect to the Trademarks.

If any Trademark is the subject of an application based on Assignor's bona fide intent to use the Trademark in commerce, Assignor hereby represents that Assignee is the successor to the portion of Assignor's ongoing and existing business to which the application and the Trademark pertain.

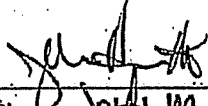
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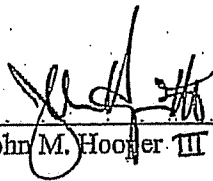
IN WITNESS WHEREOF, the undersigned has caused this Trademark Assignment to be duly executed as of the date and year first above written.

TENNESSEE WINE & SPIRITS
COMPANY

By: 
Name: John M. Hooper III
Title: PRESIDENT / CEO

BNA WINE GROUP, LLC

By: 
Name: John M Hoyer III
Title: PRESIDENT / CEO



John M. Hooper III

[Signature Page to Trademark Assignment]

TRADEMARK
REEL: 004595 FRAME: 0644

SCHEDULE A

Trademark

Mark	Serial Number	Filing Date	Registration Date	Goods & Services
THE RULE	85037948	5/13/2010		Wine

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