

**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>
The Wine Group LLC		11/08/2011	LIMITED LIABILITY COMPANY: DELAWARE
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Whirling Dervish LLC		
<b>Street Address:</b>	10100 Santa Monica Blvd., STE 300		
<b>City:</b>	Los Angeles		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	90067		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3518400	SWIRLING DERVISH	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(949)855-6371		
<b>Phone:</b>	(949) 855-1246		
<b>Email:</b>	trademark@stetinalaw.com		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
<b>Correspondent Name:</b>	William J. Brucker		
<b>Address Line 1:</b>	Stetina Brunda Garred & Brucker		
<b>Address Line 2:</b>	75 Enterprise, Suite 250		
<b>Address Line 4:</b>	Aliso Viejo, CALIFORNIA 92656		
<b>ATTORNEY DOCKET NUMBER:</b>		UPWDL-000	
<b>NAME OF SUBMITTER:</b>		William J. Brucker	
<b>Signature:</b>		/WJB/	

CH \$40.00 3518400

900206998

**TRADEMARK**  
 REEL: 004660 FRAME: 0236

Date:

11/11/2011

Total Attachments: 2

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**TRADEMARK ASSIGNMENT AGREEMENT**

WHEREAS, The Wine Group LLC, is a Delaware limited liability company having its principal place of business at 4596 S. Tracy Boulevard Tracy, CA 95377 (herein referred to as ASSIGNOR) and whereas ASSIGNOR wishes to assign any and all rights to U.S. Trademark Registration No. 3,518,400, registered on October 14, 2008, for the mark SWIRLING DERVISH (hereinafter the "Registration") and the mark related thereto.

WHEREAS, Whirling Dervish, LLC., a California limited liability having its principal place of business at 10100 Santa Monica Blvd, STE 300, Los Angeles, CA 90067 (hereinafter ASSIGNEE), is desirous of acquiring said mark and the registration thereof;

NOW, THEREFORE, for good and valuable consideration the receipt of which is hereby acknowledged, said ASSIGNOR does hereby assign unto said ASSIGNEE, all right, title, and interest in and to said mark and Registration, together with the goodwill of the business symbolized by the mark in the above-identified Registration including without limitation the right to sue for, collect, and recover damages and profits for the same.

ASSIGNOR covenants and agrees that ASSIGNOR has the full right to convey the interest herein assigned, and that ASSIGNOR has not executed, and will not execute, any agreement in conflict herewith and that said mark and registration is transferred free of any liens or encumbrances.

IN TESTIMONY WHEREOF, ASSIGNOR hereunto sets its hand and seal this 3<sup>rd</sup> day of November, 2011.

The Wine Group LLC

By: [Signature]  
Name: John Sutton  
Title: Vice President and General Counsel

State of California            )  
  ) ss:  
County of San Joaquin        )

On \_\_\_\_\_ before me, \_\_\_\_\_ personally appeared \_\_\_\_\_ who proved to me on the basis of satisfactory evidence, to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or entity upon behalf of which the person(s) acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

See attached  
Notary Public

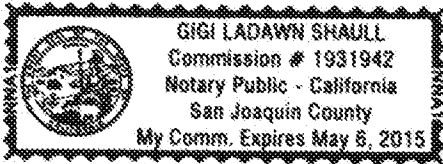
SEAL:

CALIFORNIA ALL-PURPOSE ACKNOWLEDGMENT

CIVIL CODE § 1189

State of California }
County of San Joaquin }
On Nov 8, 2011 before me, Gigi Shaull
personally appeared John Sutton
N/A

who proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is/are subscribed to the within instrument and acknowledged to me that he/she/they executed the same in his/her/their authorized capacity(ies), and that by his/her/their signature(s) on the instrument the person(s), or the entity upon behalf of which the person(s) acted, executed the instrument.



I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.

Signature: [Signature]
Notary Public

Please Notary Seal Above

OPTIONAL

Though the information below is not required by law, it may prove valuable to persons relying on the document and could prevent fraudulent removal and reattachment of this form to another document.

Description of Attached Document

Title or Type of Document: Trade Mark Assign.

Document Date: 11-8-11 Number of Pages: 1

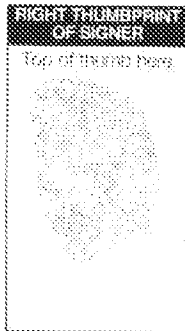
Signer(s) Other Than Named Above: N/A

Capacity(ies) Claimed by Signer(s)

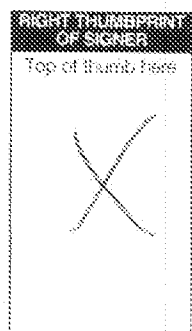
Signer's Name: John Sutton Signer's Name:

[X] Corporate Officer - Title(s): General Counsel Corporate Officer - Title(s):

- Individual
Partner - Limited General
Attorney in Fact
Trustee
Guardian or Conservator
Other:



- Individual
Partner - Limited General
Attorney in Fact
Trustee
Guardian or Conservator
Other:



Signer is Representing: The Wine Group

Signer Is Representing: