

## 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
Swanson Vineyard and Winery		05/31/2013	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Modern House Wines, LLC		
Street Address:	P.O. Box 354		
City:	Oakville		
State/Country:	CALIFORNIA		
Postal Code:	94562		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	85599096	HAPPILY EVER AFTER	
CORRESPONDENCE DATA			
Fax Number:	4158823232		
	<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>		
Phone:	415-882-3200		
Email:	tmparalegal@owe.com		
Correspondent Name:	Melville Owen		
Address Line 1:	455 Market Street, Suite 1910		
Address Line 4:	San Francisco, CALIFORNIA 94105		
ATTORNEY DOCKET NUMBER:	MHW 00033		
NAME OF SUBMITTER:	Melville Owen		
Signature:	/melville owen/		
Date:	06/05/2013		
Total Attachments: 1 source=swavi 033.1#page1.tif			

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ASSIGNMENT OF INTENT TO USE APPLICATION

WHEREAS, Swanson Vineyards and Winery, a California corporation ("Assignor"), owns and had a *bona fide* intent to use the below mark ("the Mark"):

<u>Trademark</u>	<u>Serial No.</u>	<u>Filing Date</u>
HAPPILY EVER AFTER	85/599096	April 16, 2012

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignor's *bona fide* intent to use the Mark in commerce; and

WHEREAS, Modern House Wines LLC, a California limited liability company, P.O. Box 354, Oakville, California 94562 ("Assignee"), desires to acquire certain assets of Assignor in connection with which Assignor has a *bona fide* intent to use the Mark, and the pending Application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark and the pending Application therefor, together with that portion of Assignor's assets in connection with which it has a *bona fide* intent to use the Mark.

SWANSON VINEYARDS AND WINERY

Dated: 5.31.13

By 

W. Clarke Swanson, Jr., CEO

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