

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 Vineyards 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: 11

Property Type	Number	Word Mark
Registration Number:	4313036	EXPENSIVE
Registration Number:	4301749	INSTANT BON VIVANT
Registration Number:	3963159	JUST MARRIED
Registration Number:	4013579	MAZEL TOV
Registration Number:	4313041	PLEASE FORGIVE ME
Registration Number:	4007300	SWELL SWILL
Registration Number:	4013692	THRILLED FOR YOU
Registration Number:	4013693	WITH LOVE
Serial Number:	85599100	HELP IS HERE
Serial Number:	85702431	LUCKY NIGHT
Serial Number:	85702453	LUCKY YOU

CORRESPONDENCE DATA

Fax Number: 4158823232

Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent

TRADEMARK

via US Mail.

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 90001
NAME OF SUBMITTER:	Melville Owen
Signature:	/melville owen/
Date:	06/05/2013
Total Attachments: 2 source=mhw assign#page1.tif source=mhw assign#page2.tif	

ASSIGNMENT OF TRADEMARK REGISTRATIONS AND APPLICATIONS


WHEREAS, Swanson Vineyards and Winery, a California corporation (Assignor), located at 1050 Oakville Cross Road, Oakville, California 94562, adopted, used and is using the marks which are listed in Schedule A attached hereto and which are registered and/or pending in the United States Patent and Trademark Office; and

WHEREAS, Modern House Wines LLC, a California limited liability company (Assignee), P.O. Box 354, Oakville, California 94562, is desirous of acquiring said marks and the registrations and applications thereof;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto said Assignee all right, title and interest in and to the said marks, together with the goodwill of the business symbolized by the marks, and the registrations and applications set forth in the attached Schedule A.

SWANSON VINEYARDS AND WINERY

Dated: 5.31.13

By 
W. Clark Swanson, Jr., CEO

BY:DM:DES\1-ASSIGN\SWV\1-assign.doc

SCHEDULE A

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
EXPENSIVE	4,313,036	April 2, 2013
INSTANT BON VIVANT	4,301,749	March 12, 2013
JUST MARRIED	3,963,159	May 17, 2011
MAZEL TOV	4,013,579	August 16, 2011
PLEASE FORGIVE ME	4,313,041	April 2, 2013
SWELL SWILL	4,007,300	August 2, 2011
THRILLED FOR YOU	4,013,692	August 16, 2011
WITH LOVE	4,013,693	August 16, 2011

<u>Trademark</u>	<u>Application No.</u>	<u>Application Date</u>
HELP IS HERE	85/599100	April 16, 2012
LUCKY NIGHT	85/702431	August 13, 2012
LUCKY YOU	85/702453	August 13, 2012