

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		02/13/2014	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Financiere Christian Moueix S.A.		
Street Address:	Les Roseaux, 16 Rue des Reaux		
City:	Libourne		
State/Country:	FRANCE		
Postal Code:	33500		
Entity Type:	COMPANY: FRANCE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3567400	SCHMIDT RANCH	
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:	Owen, Wickersham & Erickson, P.C.		
Address Line 2:	455 Market Street, Suite 1910		
Address Line 4:	San Francisco, CALIFORNIA 94105		
ATTORNEY DOCKET NUMBER:	SWAVI 00021		
DOMESTIC REPRESENTATIVE			
Name:			
Address Line 1:			

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Address Line 2:
Address Line 3:
Address Line 4:

NAME OF SUBMITTER:

Melville Owen

Signature:

/Melville Owen/

Date:

02/14/2014

Total Attachments: 1

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ASSIGNMENT OF UNITED STATES TRADEMARK REGISTRATION

WHEREAS, **Swanson Vineyards and Winery**, a California corporation (Assignor), located at 1050 Oakville Cross Road, Oakville, California 94562, owns the following mark which is registered with the United States Patent and Trademark Office:

<u>Trademark</u>	<u>Registration No.</u>	<u>Registration Date</u>
SCHMIDT RANCH	3,567,400	January 27, 2009

WHEREAS, **Financière Christian Moueix S.A.**, a company of France (Assignee), with its principal place of business at Les Roseaux, 16 Rue des Réaux, 3500 Libourne, France is desirous of acquiring said mark and the registration 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 mark, together with the goodwill of the business symbolized by the mark, and the above-identified registration thereof.

SWANSON VINEYARDS AND WINERY

Dated: 2.13.14

By


W. Clarke Swanson, Jr., CEO