

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
 Stylesheet Version v1.2

ETAS ID: TM303993

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
JACKSON FAMILY FARMS, LLC		05/02/2014	LIMITED LIABILITY COMPANY:

RECEIVING PARTY DATA

Name:	JACKSON FAMILY WINES, INC.
Street Address:	421 Aviation Boulevard
City:	Santa Rosa
State/Country:	CALIFORNIA
Postal Code:	95403
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Registration Number:	4515064	JACKSON ESTATE

CORRESPONDENCE DATA

Fax Number:

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

Phone: 707.525.6230
Email: judith.schvimmer@jfwmail.com
Correspondent Name: Judith M. Schvimmer
Address Line 1: 421 Aviation Boulevard
Address Line 2: Legal Department
Address Line 4: Santa Rosa, CALIFORNIA 95403

ATTORNEY DOCKET NUMBER:	JACKSON ESTATE
NAME OF SUBMITTER:	Judith M. Schvimmer
SIGNATURE:	/Judith M. Schvimmer/
DATE SIGNED:	05/08/2014

Total Attachments: 1

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TRADEMARK ASSIGNMENT

THIS ASSIGNMENT is entered into this 2nd day of May, 2014 by and between Jackson Family Farms, LLC, a California limited liability company with offices at 421 Aviation Boulevard ("Assignor"), and Jackson Family Wines, Inc. a Delaware corporation with offices at 421 Aviation Boulevard, Santa Rosa, California 95403 ("Assignee").

WHEREAS, Assignor is the sole and exclusive owner of a U.S. federal trademark registration (hereinafter, "Registration") as set forth below:

U.S. Reg. No. 4515064 for the mark JACKSON ESTATE in Class 33 for "wines"; and

WHEREAS, Assignee desires to acquire from Assignor all of its rights, title and interest in the Registration.

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged:

1. Assignor hereby assigns, transfers, conveys and grants to Assignee, Assignor's entire right, title and interest in and to such Registration.
2. The provisions of this Assignment are binding upon, and inure to the benefit of, the successors and assigns of Assignor and Assignee, respectively.

IN WITNESS WHEREOF, this Trademark Assignment has been duly executed on the day and year first above written.


ASSIGNOR:

Jackson Family Farms, LLC
A California limited liability company

By: 
Name: Ty Comstock
Title: CEO

ASSIGNEE:

Jackson Family Wines, Inc.
A Delaware corporation

By: 
Name: Judith Schimmer
Title: VP, Legal Counsel