

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM378392

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	NUNC PRO TUNC ASSIGNMENT		
EFFECTIVE DATE:	03/07/2011		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Quady Winery, Inc.		03/27/2016	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Salt of the Earth L.P.		
Street Address:	P.O. Box 209		
City:	Madera		
State/Country:	CALIFORNIA		
Postal Code:	93639		
Entity Type:	Limited Partnership: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3807887	SALT OF THE EARTH	
CORRESPONDENCE DATA			
Fax Number:	4155760200		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent using a fax number, if provided; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	4155760200		
Email:	mmchugh@kilpatricktownsend.com		
Correspondent Name:	Margaret C. McHugh		
Address Line 1:	Two Embarcadero Center, Floor 8		
Address Line 4:	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	0772438		
NAME OF SUBMITTER:	Margaret C. McHugh		
SIGNATURE:	/Margaret C. McHugh/		
DATE SIGNED:	03/29/2016		
Total Attachments: 1			
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OP \$40.00 3807887

TRADEMARK ASSIGNMENT

This ASSIGNMENT is made on the date set opposite the signature hereinbelow, but shall be effective, *nunc pro tunc*, as of March 7, 2011. The assignment made by this instrument is from Quady Winery Inc., a California corporation having an address of 13181 Road 24, Madera, California 93637 (hereinafter "Assignor"), to Salt of the Earth L.P., a California limited partnership having a business address of P.O. Box 209, Madera, California 93639 (hereinafter "Assignee").

WHEREAS, Assignor is the owner of the mark SALT OF THE EARTH, including trademarks, service marks, collective trademarks, collective service marks, collective membership marks, certification marks, trade names, assumed names, slogans, logos and trade dress that include or comprise such mark, and United States applications and registrations therefor, including but not limited to the following (collectively herein "the Mark"):

Mark	Goods	U.S. Registration No.	Reg. Date
SALT OF THE EARTH	Wines and fortified wines	3,807,887	June 22, 2010

WHEREAS, Assignor warrants that it owns all rights, title and interest of every kind, nature or description in and to the Mark, all rights therein, including any and all past, present and future registrations and applications therefor, all rights of renewal thereof, all rights to royalties for the licensing thereof, all claims for infringement thereof, and all goodwill pertaining thereto (hereinafter "All Rights in the Mark"); and,

WHEREAS, Assignor desires to assign to Assignee All Rights in the Mark (as defined hereinabove);


NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee All Rights in the Mark (as defined hereinabove). This assignment of all claims for damages by reason of past infringement(s) of the Mark, includes the right of Assignee to sue for and collect the same for its own use and benefit, and for the use and benefit of its successors, assigns and other legal representatives. These assigned rights shall be held and enjoyed by Assignee for Assignee's own use and enjoyment, and for the use and enjoyment of its successors, assigns and other legal representatives, at common law and/or to the end of the term or terms of which registrations pertaining to the Mark may be granted, or renewed, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made.

Assignor agrees to execute all documents necessary to effectuate and maintain registrations pertaining to the Mark, now and in the future.

The undersigned represents that he has authority to execute this Assignment on behalf of Assignor, and to carry out all obligations imposed hereunder. The undersigned has read, understand, and agrees to the terms of this Assignment.

ASSIGNOR
QUADY WINERY INC.

Dated: March 27, 2016

By: 
Name: Andrew Quady
Title: President

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