

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM391030

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Hayward Enterprises, Inc.		07/08/2016	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	The Perfect Purée of Napa Valley, LLC		
Street Address:	2700 Napa Valley Corporation Drive, Suite L		
City:	Napa		
State/Country:	CALIFORNIA		
Postal Code:	94558		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3332475	INDULGE YOUR CULINARY PASSIONS	
Registration Number:	3229922	CULINARY TRADITIONS	
Registration Number:	3372000	THE PERFECT PURÉE	
Registration Number:	3706766	THE PERFECT PURÉE OF NAPA VALLEY BEVERAG	
Registration Number:	3714879	EVERY GLASS IS A LIQUID CANVAS	
Registration Number:	4436107	SURRENDER TO YOUR SENSES	
CORRESPONDENCE DATA			
Fax Number:	7072556876		
<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:	7072527122		
Email:	tmdept@dpf-law.com		
Correspondent Name:	Christopher J. Passarelli		
Address Line 1:	1455 First Street, Suite 301		
Address Line 4:	Napa, CALIFORNIA 94559		
ATTORNEY DOCKET NUMBER:	HAY2002-003 7/11/16		
NAME OF SUBMITTER:	Christopher J. Passarelli		
SIGNATURE:	/Christopher J. Passarelli/		
DATE SIGNED:	07/11/2016		

CH \$165.00 3332475

Total Attachments: 2

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ASSIGNMENT OF UNITED STATES TRADEMARK REGISTRATION

Whereas, Hayward Enterprises, Inc., a California corporation, with a principal business address of 2700 Napa Valley Corporate Drive, Suite L, Napa, California 94558 ("Assignor") owns the marks shown in Exhibit A in the United States and foreign countries which are registered in the U.S. Patent and Trademark Office and foreign countries.

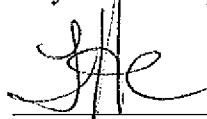
Whereas, The Perfect Purée of Napa Valley, LLC, a California limited liability company, with a principal business address of 2700 Napa Valley Corporate Drive, Suite L, Napa, California 94558 ("Assignee") is desirous of acquiring said marks and the U.S. and foreign registrations thereof;

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 in the U.S. and foreign countries, together with the goodwill of the business symbolized by the marks in the U.S. and foreign countries identified in Exhibit A.

Dated: _____

7/8/16

Hayward Enterprises, Inc.



By: Tracy Hayward
Title: CEO

EXHIBIT A

U.S. Trademark Registrations

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
INDULGE YOUR CULINARY PASSIONS	3,332,475	November 6, 2007
CULINARY TRADITIONS	3,229,922	April 17, 2007
THE PEPECT PUREE	3,372,000	January 22, 2008
THE PERFECT PUREE OF NAPA VALLEY BEVERAGE ARTISTRY	3,706,766	November 3, 2009
EVERY GLASS IS A LIQUID CANVAS	3,714,879	November 24, 2009
SURRENDER TO YOUR SENSES	4,436,107	November 19, 2013

FOREIGN TRADEMARK REGISTRATIONS

<u>Trademark</u>	<u>Country/Reg. No.</u>	<u>Reg. Date</u>
THE PERFECT PUREE OF NAPA VALLEY & DESIGN	Canada 540,499	January 30, 2001
THE PEPECT PUREE OF NAPA VALLEY	Mexico 1322733	October 24, 2012