

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM412713

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Pebble Ridge Vineyards & Wine Estates, LLC.		01/16/2017	Limited Liability Company: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Williams & Selyem, LLC		
Street Address:	7227 Westside Rd.		
City:	Healdsburg		
State/Country:	CALIFORNIA		
Postal Code:	95448		
Entity Type:	Limited Liability Company: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2132667	SAITONE RANCH	
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,pcheng@kilpatricktownsend.com,tmadmin@k		
Correspondent Name:	Margaret C. McHugh		
Address Line 1:	1100 Peachtree Street, Suite 2800		
Address Line 2:	Mailstop: IP Docketing - 22		
Address Line 4:	Atlanta, GEORGIA 30309		
NAME OF SUBMITTER:	Margaret C. McHugh		
SIGNATURE:	/margaret c mchugh/		
DATE SIGNED:	01/18/2017		
Total Attachments: 1			
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OP \$40.00 2132667

TRADEMARK ASSIGNMENT

This ASSIGNMENT is made on the date set opposite the signature hereinbelow, but shall be effective, *nunc pro tunc*, as of June 25, 2016. The assignment made by this instrument is from Pebble Ridge Vineyards & Wine Estates, LLC, a California limited liability company having an address of 7227 Westside Road Healdsburg, CA 95448 (hereinafter "Assignor"), to Williams & Selyem, LLC, a California limited liability company having a business address of 7227 Westside Rd., Healdsburg CA 95448 (hereinafter "Assignee").

WHEREAS, Assignor is the owner of the mark SAITONE RANCH, 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
SAITONE RANCH	Wine	2,132,667	January 27, 1998

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);

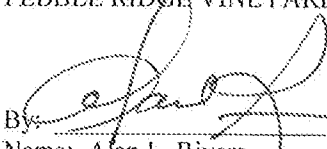
NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, Assignor does hereby sell, assign, set over and transfer to Assignee All Rights in the Mark (as defined hereinabove). This assignment of all claims for damages by reason of past infringement(s) of the Mark, includes 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
PEBBLE RIDGE VINEYARDS & WINE ESTATES, LLC

Dated: 1/16, 2017

By: 
Name: Alan L. Rivera
Title: Vice President