

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM526067

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Burgess Cellars		05/30/2019	Corporation: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Heitz Wine Cellars		
Street Address:	500 Taplin Road		
City:	St. Helena		
State/Country:	CALIFORNIA		
Postal Code:	94574		
Entity Type:	Corporation: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2329412	TRIERE	
CORRESPONDENCE DATA			
Fax Number:	7079633130		
<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:	7079633030		
Email:	luisa@reidylawgroup.com		
Correspondent Name:	Daniel Reidy, Esq.		
Address Line 1:	1230 Spring St.		
Address Line 4:	St. Helena, CALIFORNIA 94574		
NAME OF SUBMITTER:	Daniel Reidy, Esq.		
SIGNATURE:	/Daniel A. Reidy/		
DATE SIGNED:	06/03/2019		
Total Attachments: 1			
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OP \$40.00 2329412

ASSIGNMENT OF TRADEMARKS

Whereas, Burgess Cellars, a California Corporation with an address at 1108 Deer Park Road, St. Helena, CA 94574 ("Assignor") has adopted, used, and owns United States Trademark Registration No. 2329412 (the "Registration") for the TRIERE trademark (the "Trademark") in connection with wines in Int. Class 033.


Whereas, Heitz Wine Cellars, a California Corporation with an address at 500 Taplin Road, St. Helena, CA 94574 ("Assignee") is desirous of acquiring the Registration and Trademark.

Whereas, Assignor represents and warrants that it owns all rights and title to the Registration and Trademark and that: (i) it has not assigned or transferred any right, title or interest in and to said Registration to any third party or legal entity, and (ii), to the best of Assignor's knowledge, there have not been, and are, no third party claims against Assignor of any kind challenging Assignor's exclusive rights to the Registration or Trademark.

Now therefore, for good and valuable consideration received, Assignor hereby irrevocably assigns to Assignee all rights title, and interest in and to the Registration and Trademark, together with the goodwill associated with the goods and business symbolized by the Trademark, and including: (i) the registrations thereof; (ii) the common law trademarks and all rights associated therewith; (iii) all rights of any kind whatsoever accruing under or relating to the Trademark provided by applicable laws, international treaties, and conventions and otherwise; and (iv) any and all royalties fees, income, payments and other proceeds now or hereafter due or payable with respect to the Trademark, and the right to recover damages and profits for past infringements thereof.

Burgess Cellars
("Assignor")

By: _____


Steven Burgess, President

Signed in DEER PARK, CA on this 30th day of May, 2019
(location)