

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM607655

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Winesellers, Ltd.		11/05/2020	Corporation: ILLINOIS
RECEIVING PARTY DATA			
Name:	Winesellers Holdings, LLC		
Street Address:	7520 North Caldwell Avenue		
City:	Niles		
State/Country:	ILLINOIS		
Postal Code:	60714		
Entity Type:	Limited Liability Company: ILLINOIS		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	3826356	LA FIERA	
CORRESPONDENCE DATA			
Fax Number:			
<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:	8478586630		
Email:	cmstein@ashmanstein.com		
Correspondent Name:	Carey Stein		
Address Line 1:	7520 North Caldwell Avenue		
Address Line 4:	Niles, ILLINOIS 60714		
NAME OF SUBMITTER:	Carey Stein		
SIGNATURE:	/Carey Stein/		
DATE SIGNED:	11/09/2020		
Total Attachments: 3			
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OP \$40.00 3826356

TRADEMARK ASSIGNMENT

This Trademark Assignment (the "Assignment") is made as of February 6, 2020, by Winesellers, Ltd., a Illinois corporation (Assignor"), in favor of Winesellers Holdings, LLC an Illinois limited liability corporation ("Assignee").

RECITALS

WHEREAS, Assignor is the sole and exclusive owner of the entire right, title and interest in, to and under the United States trademark registrations and applications listed in Appendix A attached hereto, including any common law trademark rights therefor (the "Marks"); and

WHEREAS, Assignor has agreed to assign to Assignee all of Assignor's right, title and interest in and to the Marks, together with the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration paid by Assignee to Assignor, the receipt and sufficiency of which is hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee, Assignor's entire right, title and interest in and to the Marks, together with the goodwill of the Marks, for the United States and for all foreign countries, including any renewals or extensions thereof that are or may be secured under the laws of the United States or foreign countries now or hereafter in effect and including the subject matter of all claims which may be obtained therefrom for its own use and enjoyment, and for the use and enjoyment of its successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by Assignor if this Assignment and sale had not been made; together with all income, royalties or payments due or payable as of the effective date of this Assignment or thereafter, including all claims for damages by reason of past, present or future infringement or other unauthorized use, with the right to sue for, and collect the same for its own use and enjoyment, and for the use and enjoyment of its successors, assigns, or other legal representatives.

This Assignment is deemed to be executed and delivered within the State of Illinois, and it is the intention of the parties that it shall be construed, interpreted and applied in accordance with the laws of the State of Illinois without regard to its conflicts of law principles.

IN WITNESS WHEREOF, Assignor has duly executed this Assignment on this 6 day of February, 2020.

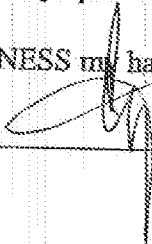
WINESELLERS, LTD.

By: [Signature] CEO

STATE OF ILLINOIS)
) SS.:
COUNTY OF COOK)

On April 5, 2020, before me, Carey M. Stein, a Notary Public in and for said State, personally appeared Yale Sager, proved to me on the basis of satisfactory evidence to be the person(s) whose name(s) is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his/ signature on the instrument the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal.


"OFFICIAL SEAL"
CAREY M. STEIN
Notary Public, State of Illinois
My Commission Expires 1/12/2021

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Appendix A to Trademark Assignment Agreement dated November 5, 2020

1. Bellafina
2. La Fiera
3. Prodigio
4. Gran Passione
5. Tiamo
6. Tortoise Creek
7. Senda/Verde