

## TRADEMARK ASSIGNMENT

Electronic Version v1.1  
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Urban Wine Ventures, LLC		02/20/2013	LIMITED LIABILITY COMPANY: ILLINOIS
RECEIVING PARTY DATA			
Name:	Local Wine and Spirits, LLC		
Street Address:	1035 W. Lake Street, 3rd Floor		
City:	Chicago		
State/Country:	ILLINOIS		
Postal Code:	60607		
Entity Type:	LIMITED LIABILITY COMPANY: ILLINOIS		
PROPERTY NUMBERS Total: 6			
Property Type	Number	Word Mark	
Registration Number:	3655940	JIGSAW	
Registration Number:	3621103	LOCAL WINE COMPANY	
Registration Number:	3674614	LOCAL WINE COMPANY	
Registration Number:	3303892	MURPHY'S LAW	
Registration Number:	3389473	SNAFU	
Registration Number:	3684506	SWEET SPOT	
CORRESPONDENCE DATA			
Fax Number:			
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Email:	barry@strikeandtechel.com		
Correspondent Name:	Barry Strike		
Address Line 1:	556 Commercial Street		
Address Line 4:	San Francisco, CALIFORNIA 94111		

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NAME OF SUBMITTER:	Barry Strike
Signature:	/B. Strike/
Date:	03/01/2013
Total Attachments: 1 source=Assignment of Urban Wine Marks 2013#page1.tif	

ASSIGNMENT OF U.S. TRADEMARK,  
U.S. TRADEMARK REGISTRATION, AND  
THE GOODWILL ASSOCIATED THEREWITH

WHEREAS, Urban Wine Ventures, LLC, a limited liability company, having an address of 1035 W. Lake St. 3<sup>rd</sup> Floor, Chicago, ILLINOIS 60607 (Assignor), has adopted, used and is using the following Marks which are registered in the U.S. Patent and Trademark Office as follows:

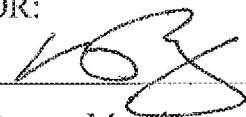
<u>MARK</u>	<u>REG. NO.</u>	<u>ISSUE DATE</u>
JIGSAW	3,655,940	February 12, 2008
LOCAL WINE COMPANY (Class 033)	3,621,103	May 12, 2009
LOCAL WINE COMPANY (Class 035)	3,674,614	August 25, 2009
MURPHY'S LAW	3,303,892	October 2, 2007
SNAFU	3,389,473	February 26, 2008
SWEET SPOT	3,684,506	September 15, 2009

WHEREAS, Local Wine and Spirits, LLC, a limited liability company organized and existing under the laws of the State of Illinois, having an address of 1035 W. Lake St. 3<sup>rd</sup> Floor, Chicago, IL 60607 ("Assignee"), is desirous of acquiring said Marks, the registration therefor, and the goodwill associated therewith;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby convey, transfer, assign, deliver, and contribute unto Assignee all of Assignor's right, title, and interest of whatever kind in and to the Marks, together with: (1) the goodwill of the business relating to the products upon which the Marks are used and for which they are registered; (2) all income, royalties, and damages hereafter due or payable to Assignor with respect to the Marks, including without limitation, damages, and payments for past or future infringements and misappropriations of the Marks; and (3) all rights to sue for past, present and future infringements or misappropriations of the Marks.

Assignor further covenants that it will execute all documents, papers, forms and authorizations and take all other actions that may be necessary for securing, completing, or vesting in Assignee full right, title, and interest in the Marks, registration therefor, and the goodwill associated therewith.

February 20, 2013

ASSIGNOR:  
  
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Mark A. Payne, Member  
Urban Wine Ventures, LLC