

TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1
Stylesheet Version v1.2

ETAS ID: TM302860

SUBMISSION TYPE:	NEW ASSIGNMENT		
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Steven Noble Ledson		04/27/2014	INDIVIDUAL: UNITED STATES
RECEIVING PARTY DATA			
Name:	V. Sattui Winery		
Street Address:	1111 White Lane		
City:	St. Helena		
State/Country:	CALIFORNIA		
Postal Code:	94574		
Entity Type:	CORPORATION: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	86045819	PARADISO	
CORRESPONDENCE DATA			
Fax Number:	4158823232		
<i>Correspondence will be sent to the e-mail address first; if that is unsuccessful, it will be sent via US Mail.</i>			
Phone:	(415) 882-3200		
Email:	tmlegal@owe.com		
Correspondent Name:	Melville Owen, Esq.		
Address Line 1:	455 Market Street, Suite 1910		
Address Line 4:	San Francisco, CALIFORNIA 94105		
ATTORNEY DOCKET NUMBER:	VSATT 00001		
NAME OF SUBMITTER:	Melville Owen		
SIGNATURE:	/Melville Owen/		
DATE SIGNED:	04/28/2014		
Total Attachments: 1			
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CH \$40.00 86045819

Attachment B

ASSIGNMENT OF INTENT TO USE APPLICATION

WHEREAS, Steven Noble Ledson dba Ledson Winery and Vineyards, an individual domiciled in California, having an address at 740 4th St., Santa Rosa, California 95404 ("Assignor"), owns and had a *bona fide* intent to use the below mark ("the Mark"):

<u>Trademark</u>	<u>Serial No.</u>	<u>Filing Date</u>
PARADISO	86045819	August 22, 2013

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignor's *bona fide* intent to use the Mark in commerce; and

WHEREAS, V. Sattui Winery, a California corporation, with its principal place of business at 1111 White Lane, St. Helena, California 94558 ("Assignee"), desires to acquire certain assets of Assignor in connection with which Assignor has a *bona fide* intent to use the Mark, and the pending Application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark and the pending Application therefor, together with that portion of Assignor's assets in connection with which it has a *bona fide* intent to use the Mark.

Steven Noble Ledson dba Ledson Winery and Vineyards

Dated: _____

4/27/14

By _____

Steven Noble Ledson