

## TRADEMARK ASSIGNMENT COVER SHEET

Electronic Version v1.1  
Stylesheet Version v1.2

ETAS ID: TM316091

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNMENT OF THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Jayson L Pahlmeyer		08/29/2014	INDIVIDUAL: UNITED STATES
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Pahlmeyer, LLC		
<b>Street Address:</b>	811 St. Helena Hwy		
<b>Internal Address:</b>	Suite 202		
<b>City:</b>	St. Helena		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94574		
<b>Entity Type:</b>	LIMITED LIABILITY COMPANY: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	3831815	PIECE DE RESISTANCE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	7072520792		
<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>			
<b>Phone:</b>	7072529000		
<b>Email:</b>	kbarfield@gawvanmale.com		
<b>Correspondent Name:</b>	Kathryn R. Barfield		
<b>Address Line 1:</b>	1000 Main Street, 3rd Floor		
<b>Address Line 4:</b>	Napa, CALIFORNIA 94559		
<b>NAME OF SUBMITTER:</b>	Kathryn R. Barfield		
<b>SIGNATURE:</b>	/Kathryn R. Barfield/		
<b>DATE SIGNED:</b>	09/04/2014		
<b>Total Attachments: 3</b>			
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**TRADEMARK ASSIGNMENT**

This TRADEMARK ASSIGNMENT (this "**Assignment**") is entered into as of August 29, 2014 by and between Jayson L. Pahlmeyer, an individual located at 2387 Atlas Peak Road, Napa, CA 94558 ("**Assignor**"), and Pahlmeyer, LLC, a California limited liability company located at 811 St. Helena Highway, Suite 202, St. Helena, CA 94574 ("**Assignee**").

**WHEREAS**, Assignor is the owner of the following trademark and U.S. trademark registration (the "**Trademark**"); and

<b>Trademark:</b>	<b>Goods:</b>	<b>Registration No.:</b>
PIECE DE RESISTANCE	Wines	3831815

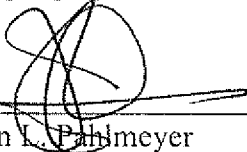
**WHEREAS**, Assignor wishes to assign the Trademark, including the goodwill represented thereby (the "**Goodwill**"), to Assignee and Assignee is desirous of acquiring such Trademark and Goodwill.

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby assigns to Assignee all right, title and interest Assignor holds in and to the Trademark and Goodwill and all rights in and to any and all causes of action heretofore or hereafter accrued or accruing for infringement or threatened or alleged infringement of the Trademark.

This Assignment shall be binding on the parties, their successors and/or assigns and all others acting by, through, with or under their direction, and all those in privity therewith.

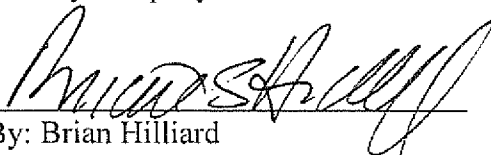
**IN WITNESS WHEREOF**, Assignor has entered into this Assignment as of the date first written above.

**ASSIGNOR:**

  
\_\_\_\_\_  
Jayson L. Pahlmeyer

**ASSIGNEE:**

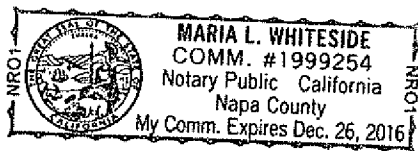
PAHLMeyer, LLC, a California limited liability company

  
\_\_\_\_\_  
By: Brian Hilliard  
Its: Manager

STATE OF CALIFORNIA )  
 ) ss.  
COUNTY OF NAPA )

On this August 18, 2014, before me, MARIA L. WHITESIDE, a Notary Public, personally appeared BRIAN HILLARD who proved to me on the basis of satisfactory evidence to be the person whose name 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 person or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.



WITNESS my hand and official seal.

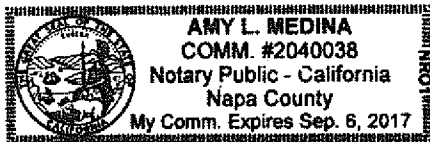
Maria L. Whiteside  
Notary Public

STATE OF CALIFORNIA )  
 ) ss.  
COUNTY OF NAPA )

On this August 29, 2014, before me, Amy L. Medina, a Notary Public, personally appeared Jayson L. Palmegiani who proved to me on the basis of satisfactory evidence to be the person whose name 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 person or the entity upon behalf of which the person acted, executed the instrument.

I certify under PENALTY OF PERJURY under the laws of the State of California that the foregoing paragraph is true and correct.

WITNESS my hand and official seal.



[Signature]  
Notary Public