

CONSENT TO REGISTER

IN THE MATTER OF:

Applicant: Dancin Vineyards, LLC
Serial No.: 88/258,179
Mark: **SYNERGY**
Class: 33


We the undersigned, Vintage Wine Estates, Inc., with an address of 205 Concourse Boulevard, Santa Rosa, California 95403, registered owners of U.S. Registration No. 2,732,153 for the mark CINERGI, hereby consent to the use and registration in the United States of the above-captioned trademark by Dancin Vineyards, LLC in connection with the goods listed in Application No. 88/258,179. This consent is given bearing in mind the following:

1. The Parties have entered into an agreement regarding their respective trademarks.
2. The Parties are familiar with the marketplaces in which their respective marks are used, and believe that the differences between their respective goods, targeted customers, and channels of trade associated with the marks make consumer confusion, deception or mistake improbable.
3. The commercial impressions associated with the marks in connection with the Parties' respective goods are different and distinct, minimizing any association between the Parties' respective marks as they are used in connection with the Parties' respective goods.
4. The Parties' uses of their respective marks are in conjunction with distinguishing labeling, packaging and designs and the marks are used in conjunction with decidedly different trade dresses. Furthermore, Dancin agrees that it shall always use its SYNERGY mark and market its SYNERGY-branded wine together with the DANCIN name and/or logo and its distinctive ballet themed trade dress.
5. The Parties have agreed that they will take all reasonable steps to avoid confusion.

EXECUTED at SANTA ROSA, CA this 24 day of June, 2019.

Vintage Wine Estates, Inc.

By: _____


Rattrick Roney, President