

09-21-1999



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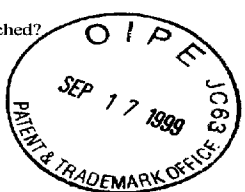
9-17-99

To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

1. Name of conveying party(ies): Sapporo U.S.A., Inc.

Individual(s) Association
 General Partnership Limited Partnership
 Corporation - New York
 Other

Additional name(s) of conveying party(ies) attached?
 yes no



2. Name and address of receiving party(ies)?

Name: Beringer Wine Estates Company

Internal Address: 610 Airpark Road
Napa, California 94558-0005

Street Address:

City State Zip

Individual(s) citizenship
 Association
 General Partnership
 Limited Partnership
 Corporation - Delaware
 Other

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No

Additional name(s) & address(es) attached?
 Yes No

3. Nature of Conveyance:

Assignment Merger
 Security Agreement Change of Name
 Other

Execution Date: August 31, 1999

4. Application number(s) or registration number(s): 1,438,284; 1,434,162

If this document is being filed together with a new application, the execution date of the application is:

A. Trademark Application No.(s) B. Trademark Registration No.(s)

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Gary D. Krugman
SUGHRUE, MION, ZINN, MACPEAK & SEAS
2100 Pennsylvania Avenue, N.W. Suite 800
Washington, D.C. 20037-3202

6. Total number of applications and registrations involved: 2

7. Total Fee (37 CFR 3.41): \$ 65.00
 Enclosed. Please charge any underpayment in connection with this Assignment to Deposit Account No. 19-4880.
 Authorized to be charged to Deposit Account

8. Deposit Account No. : _____
 (Attach dupl. copy of this page if paying by Deposit Account)

DO NOT WRITE IN THIS SPACE

9. Statement and Signature.

To the best of my knowledge and belief, the foregoing information is true and correct and any attached copy is a true copy of the original document.

Gary D. Krugman September 17, 1999
 Name Date

TOTAL NUMBER OF PAGES COMPRISING COVER SHEET, ATTACHMENTS AND DOCUMENT:

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Mail documents to be recorded with required cover sheet information to:
 Commissioner of Patents and Trademarks
 Box Assignments
 Washington, D.C. 20231

99/21/1999 DNGUYEN 00000062 1438284
 01 EC:401 40.00 00
 02 TC:482 25.00 00

ASSIGNMENT

WHEREAS, Sapporo U.S.A., Inc., a New York corporation, having its principal place of business at 18881 Von Karman Avenue, Suite 1175, Irvine, California 92612, has adopted, used, is using and is the owner of the following trademarks now registered in the U.S. Patent and Trademark office:

TRADEMARK	REGISTRATION NUMBER	DATE OF REGISTRATION
St. Clement (Design Only)	1438284	4/28/87
St. Clement	1434162	3/24/87

WHEREAS, Beringer Wine Estates Company, a Delaware corporation, with a principal place of business of 610 Airpark Road, Napa, California 94558, is desirous of acquiring said registered trademarks.

NOW, THEREFORE, in consideration of the sum of twenty dollars (\$20.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Sapporo U.S.A., Inc. hereby assigns to Beringer Wine Estates Company all right, title and interest in the United States, and throughout the world, in and to said trademarks and trademark registration, together with the goodwill of the business symbolized by said trademarks and registrations thereof.

Sapporo U.S.A., Inc.

By: 

Yukio Sekine

President and CEO

Date: August 31, 1999