

09-23-1999

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To the Honorable Commissioner of Patents and Trademarks, please return the attached original documents or copy thereof.

1. Name of conveying party(ies):

Canandaigua Wine Company, Inc.

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

Additional name(s) of conveying party(ies) attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

Execution Date: December 1, 1998

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

Name: Canandaigua Brands, Inc.

Internal Address:

Street Address: 300 Willow Brook Office Park

City: Fairport State: NY ZIP: 14450

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

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

(Designations must be a separate document from Assignment)

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

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)



09-17-1999

U.S. Patent & TMO/TM Mail Rpt Dt. #26

Additional numbers associated? Yes No

B. Trademark registration No.(s)

666,958

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

Name: Stephen L. Baker, Esq.

Internal Address:

Street Address: 359 East Main Street.

City: Somerville State: NJ ZIP: 08876

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41): \$ 40.00

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

(Attach duplicate copy of this page if paying by deposit account)

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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.

Stephen L. Baker

9-15-99

Name of Person Signing

Signature

Date

Total number of pages comprising cover sheet: 1

TRADEMARK

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

WHEREAS, CANANDAIGUA WINE COMPANY, INC., a corporation organized and existing under the laws of the State of New York, located and doing business at 235 North Bloomfield Road, Canandaigua, New York 14424, has adopted, used and was until December 1, 1998 using the following mark which is registered in the U.S. Patent and Trademark Office as follows:

<u>MARK</u>	<u>REG. NO.</u>	<u>REG. DATE</u>
LAKE ROSELLE	696,958	September 9, 1958

WHEREAS, CANANDAIGUA BRANDS, INC., an corporation organized and existing under the laws of the State of Delaware, located and doing business at 300 WillowBrook Office Park, Fairport, New York 14450 acquired said mark, the U.S. trademark registration and the goodwill associated therewith on December 1, 1998 and;


WHEREAS, CANANDAIGUA BRANDS, INC. is desirous of obtaining a Memorandum of Assignment suitable for recording in the U.S. Patent and Trademark Office acknowledging that CANANDAIGUA BRANDS, INC. is the owner of the subject trademark, registration therefor, and the goodwill of the business associated therewith;

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, CANANDAIGUA WINE COMPANY, INC. does acknowledge that on December 1, 1998 it assigned unto CANANDAIGUA BRANDS, INC. all right, title and interest in and to subject trademark, the registration therefor, and the goodwill of the business symbolized by said mark.

canandaigua

DATED: 9-15-99

CANANDAIGUA WINE COMPANY, INC.

By: 
Name: Ronald C. Fondiller
Title: Secretary

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NOTARIAL ATTESTATION

State of New York)
County of Ontario) ss:

On this 15th day of September, 1999, before me personally appeared Ronald C. Fondiller, to me known and known to be the Secretary of Canandaigua Wine Company, Inc., and he acknowledged that he signed the foregoing Memorandum of Assignment on behalf of the corporation pursuant to the authority duly received.

BARBARA A. ROSS
Notary Public, State of New York
No. 01DE5041104
Qualified in Ontario County
Commission Expires April 24, 2001

Barbara A. Ross

Notary Public

9/15/99

Dated

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TOTAL P. 04