

MED 1-10-00

Re

TRADEMARK

01-27-2000

ocket No. 5063-4027



101251339

E

IN THE UNITED STATES

Trademark : Societe Fermiere Des Vignobles  
Registration of: Pierre Perrin

Registration No. : 1,632,514

Registered : January 22, 1991

Trademark : CHATEAU DE BEAUCASTEL

EXCLUSIVE TRADEMARK LICENSE RECORDATION FORM

BOX: ASSIGNMENTS  
Assignment Division  
U.S. Patent and Trademark office  
CG-4, Suite 320  
1213 Jefferson Davis Highway  
Washington, D.C. 20231

Sir:

Transmitted herewith for recordal in the U.S. Trademark Office is the Exclusive Trademark License for the above-identified registration.

1. Name of Conveying Party(ies): Societe Fermiere Des Vignobles Pierre Perrin

- Individual(s)
- General Partnership
- Corporation of France
- Association
- Limited Partnership
- Other \_\_\_\_\_

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

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

Name Vineyard Brands, Inc.

Internal Address: \_\_\_\_\_

Street Address: 2000 Resource Drive

City Birmingham State Alabama ZIP 35242-2995

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State California
- Other \_\_\_\_\_

If assignee is not domiciled in the United States, a domestic representative designation is attached:

Yes  No

(Designation must be a separate document from Assignment). Additional names(s) & address(es) attached?

Yes  No

3. Nature Of Conveyance:

Assignment

Merger

Security Agreement

Change of Name

Other Exclusive Trademark License

Execution Date: February 15, 1999

4. Application Number(s) or Registration Number(s):

Trademark Application No.(s) \_\_\_\_\_

Trademark Registration No.(s) 1,632,514

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

Name Alfred L. Haffner, Jr.

Internal Address: Morgan & Finnegan, L.L.P.

Street Address: 345 Park Avenue

City New York

State New York

ZIP 10154-0053

6. Total number of applications and registrations involved: 1

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

Enclosed

Charge to Deposit Account No. 13-4500. Order No. \_\_\_\_\_ . A DUPLICATE COPY OF THIS SHEET IS ATTACHED.

[X] The Commissioner is hereby authorized to charge any additional fees which may be required for this Assignment, or credit any overpayment to Deposit Account No. 13-4500. Order No. 5063-4027. A DUPLICATE COPY OF THIS SHEET IS ATTACHED.

8. 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.*

Alfred L. Haffner, Jr.  
Registration No. 18,919

*Alfred L. Haffner, Jr.*

*1/3/00.*

\_\_\_\_\_  
Name of Person Signing

\_\_\_\_\_  
Signature

\_\_\_\_\_  
Date

FORM: REC-TM.NY  
Rev. 11/13/97

RE  
6/22/99  
*[Handwritten signature]*

~~11-24-1999~~



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TRADEMARK

Docket No. 5063-4027

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Trademark : Societe Fermiere Des Vignobles  
Registration of: Pierre Perrin  
  
Registration No. : 1,632,514  
  
Registered : January 22, 1991  
  
Trademark : **CHATEAU DE BEAUCASTEL**

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- |   |  |
|---|--|
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| <input type="checkbox"/> General Partnership              | <input type="checkbox"/> Limited Partnership |
| <input checked="" type="checkbox"/> Corporation of France | <input type="checkbox"/> Other _____         |

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Street Address: 2000 Resource Drive

City Birmingham State Alabama ZIP 35242-2995

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State California
- Other \_\_\_\_\_

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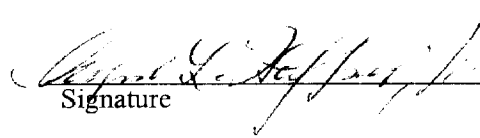
Charge to Deposit Account No. 13-4500. Order No. \_\_\_\_\_ A DUPLICATE COPY OF THIS SHEET IS ATTACHED.

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Alfred L. Haffner, Jr.  
Registration No. 18,919

  
Signature

2/24/99  
Date

Name of Person Signing

FORM: REC-TM.NY  
Rev. 11/13/97

EXCLUSIVE TRADEMARK LICENSE

FOR VALUE RECEIVED, Societe Fermiere Des Vignobles Pierre Perrin, a corporation of France whose address is 84350 Courthezon, France (hereinafter "Perrin"), being the owner thereof, hereby grants and conveys to Vineyard Brands, Inc., a corporation of the State of California, U.S.A., whose address is 2000 Resource Drive, Birmingham, Alabama 35242-2995, U.S.A., a personal and non-transferable, sole and exclusive right and license for and within all of the United States of America to use the trademark.

CHATEAU DE BEAUCASTEL

on and in connection with wines, subject to control by Perrin of the nature and quality of the wines sold or distributed by Vineyard Brands, Inc. under the trademark.

The trademark has been registered in the United States by Perrin, U.S. Trademark Registration No. 1,632,514, under which the license to Vineyard Brands, Inc. is granted. Perrin agrees to maintain said registration in full force and effect during the period of the herein granted license and right.

The license and right granted hereunder shall include the right of Vineyard Brands, Inc. to sue infringers of the trademark within the United States, in its own name and without joinder of Perrin in any such suit. Such right shall include the right to sue and recover for past infringements within the United States.

The herein granted license and right shall continue until terminated by either party hereto, upon thirty (30) days written notice to the other party. Notwithstanding the foregoing, the herein granted license and right shall terminate immediately and automatically upon the sale of Vineyard Brands, Inc. to a third-party.

IN WITNESS WHEREOF, Societe Fermiere Des Vignobles Pierre Perrin, by its proper officer, has caused this Exclusive Trademark License to be duly executed and effective as of the 15 day of February, 1999 by affixing its signature and seal hereto.

SOCIETE FERMIERE DES VIGNOBLES PIERRE PERRIN

(Seal)

By: SOCIETE FERMIERE DES VIGNOBLES PIERRE PERRIN  
CHATEAU DE BEAUCASTEL  
84350 COURTHEZON  
*M. de Jacques PERRIN* *Gerant*

Accepted:

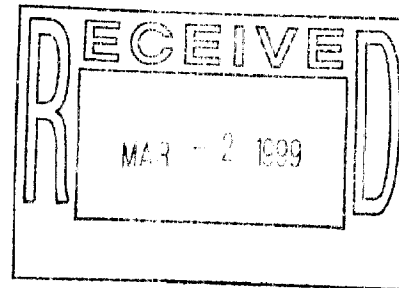
VINEYARD BRANDS, INC.

By: *Jerry Neff*  
Jerry Neff, President

*Jerry Neff*

**IN THE UNITED STATES PATENT AND TRADEMARK OFFICE**

Trademark Registration of: Societe Fermiere Des Vignobles Pierre Perrin  
 Registration No. : 1,632,514  
 Registered : January 22, 1991  
 Trademark : **CHATEAU DE BEAUCASTEL**



CERTIFICATE OF MAILING (37 C.F.R. 1.8a)

BOX: ASSIGNMENTS  
 Assignment Division  
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 CG-4, Suite 320  
 1213 Jefferson Davis Highway  
 Washington, D.C. 20231

Sir:

I hereby certify that the attached Exclusive Trademark License Recordation Form (3 pages, in duplicate) executed Exclusive Trademark License, check for \$40.00, return receipt postcard.

along with any paper(s) referred to as being attached or enclosed) and this Certificate of Mailing are being deposited with the United States Postal Service on date shown below with sufficient postage as first-class mail in an envelope addressed to: Box Assignments, Assignment Division, U.S. Patent and Trademark Office, CG-4, Suite 320, 1213 Jefferson Davis Highway, Washington, D.C. 20231.

Dated: 2/24/99

Respectfully submitted,

A handwritten signature in cursive script, appearing to read "Alfred L. Haffner, Jr."

Alfred L. Haffner, Jr.  
 Registration No: 18,919

CORRESPONDENCE ADDRESS:  
 MORGAN & FINNEGAN LLP  
 345 Park Avenue  
 New York, New York 10154  
 (212) 758-4800  
 (212) 751-6849 Facsimile

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