

my
2/28/00

04-04-2000

U.S. Department of Commerce
Patent and Trademark Office

HEET



To the Honorable Commissioner of Pa

101303893

ched original documents or copy thereof.

1. Name of conveying party:

Beverage Marketing Company

- Individual(s)
- General Partnership
- Corporation-State of Nevada
- Other _____

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

2. Name and Address of receiving party:

Name: JOSEPH VICTORI WINES, INC.

Address: 2525 Palmer Avenue
New Rochelle, New York 10801

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

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other _____

Execution Date: February 15, 2000

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

A. Trademark Application No.(s)
75/036,226 (SANTA ROSALIA)

B. Trademark Registration No.(s)
2072696 (SANTA MARVISTA); 2181007 (SAN-OBAREL)

Additional numbers attached? Yes No

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

Anna Kraske, Esq.
Cowan, Liebowitz & Latman, P.C.
1133 Avenue of the Americas
New York, NY 10036-6799

6. Total number of applications and registrations involved: 4

7. Total fee (37 CFR 3.41)..... \$90.00

- Enclosed
- Any deficiency is authorized to be charged to
- Deposit Account No. 03-3415.

8. Deposit Account No. 03-3415

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

04/03/2000 JSNABAZZ 00000148 75036226

01 FC:481
02 FC:482

40.00 OP
50.00 OP

DO NOT USE 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.

Anna Kraske

Name of Person Signing

Signature

2/25/00.

Date

Total number of pages including cover sheet, attachments, and document: 5

Mail to: U.S. Patent and Trademark Office, Office of Public Records, Crystal Gateway 4, Room 335, Washington, DC 20231

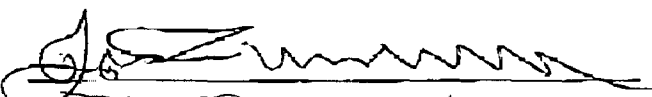
**ASSIGNMENT OF U.S. TRADEMARK REGISTRATIONS & PENDING
APPLICATION**

WHEREAS, BEVERAGE MARKETING COMPANY, a Nevada corporation having its principal office and place of business at 3025 West Sahara Avenue, Suite 200, Las Vegas, Nevada 89102 ("Assignor") is the owner of the trademark registrations and pending application (for which a Statement of Use has been filed) listed in the attached Schedule A (collectively, the "Trademarks") and

WHEREAS, JOSEPH VICTORI WINES, INC., a New York corporation having its sole office and place of business at 2525 Palmer Avenue, New Rochelle, New York ("Assignee") is desirous of acquiring all of Assignor's right, title and interest in the United States in and to the Trademarks and the registrations and pending application for them;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee, its successors and assigns, absolutely and forever, all of Assignor's rights, title and interest, whether statutory or at common law, in and to each of the Trademarks, together with the goodwill of the business symbolized by them, and all registrations and pending applications therefor, in the United States of America, its territories and possessions, including any and all state applications and registrations, together with all causes of action for any and all previously occurring infringements of the rights being assigned and the right to receive and retain all monetary and other proceeds relating to those causes of action.

BEVERAGE MARKETING COMPANY

By: 
Name: John F. Umbach
Title: V. P.

Dated: 2/23/2000

Schedule A
U.S. Trademark Registrations and Applications

| Trademark | Registration/Application Serial No. | Date |
|----------------|--|-------------------|
| SANTA MARVISTA | Registration No. 2,072,697 | June 17, 1997 |
| SAN - OBAREL | Registration No. 2,181,007 | August 11, 1998 |
| SANTA ROSALIA | Serial No. 75/036,226 | December 15, 1995 |