

02-22-2001



COVER SHEET
ONLY

U.S. DEPARTMENT OF COMMERCE
Patents and Trademark Office

To the Honorable Commissioner of

1. Name of conveying party(ies):

101616566

Attached original documents or copy thereof.

Name and address of receiving party(ies)

Guenoc Winery, Inc.

- Individual(s)
- General Partnership
- Corporation-State: California
- Other
- Association
- Limited Partnership

Name: Takara-Shuzo Co., Ltd.

Internal Address: ATTN: Mr. Y Ogasawara

Street Address: Shijo-Karasuma Higashiiru
Shimogyo-ku
Kyoto 600-8688 JAPAN

City: Kyoto State: ZIP:

Additional name(s) of conveying parties attached? Yes No

Individual(s) citizenship

3. Nature of conveyance:

2-1-00

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

- Association
- General Partnership
- Limited Partnership
- Corporation-State:

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 and addresses attached? Yes No

Execution Date: December 12, 2000

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

A. Trademark Application No(s): 76/137,352

B. Trademark Registration No(s): N/A

Additional numbers attached? Yes No

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

Name: Anthony B. Diepenbrock, Esq.
TOWNSEND AND TOWNSEND AND CREW LLP
Two Embarcadero Center, 8th Floor
San Francisco, California 94111-3834
(415) 576-0200

6. Total number of applications and registrations involved One

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

- Enclosed
- Charge Fees to Deposit Account
- Charge any additional fees associated with this paper or during the pendency of this application, or credit any overpayment, to deposit account.

8. Deposit account number: 20-1430

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

DO NOT USE THIS SPACE

9. Statement and signature.

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

43E

Anthony B. Diepenbrock
Name of Person Signing

Anthony B. Diepenbrock
Signature

1/24/01
Date

Total number of pages including cover sheet, attachments and document: 4

10. Change Correspondence Address to that of Part 5? Yes No

OMB No. 0651-0011 (exp. 4/94)

Do not detach this portion

Mail documents to be recorded with required cover to:

02/21/2001 6TON11 00000173 201430 76137352

Asst. Commissioner for Trademarks
Box: Assignments
Washington, D.C. 20231

01 FC:481 40.00 CH

EL624026851US

Attorney Docket No. 009478-002200US

Express Mail Label No.: _____

Date of Deposit: _____

TRADEMARK

I hereby certify that this paper or fee is being deposited with the United States Postal Service by "Express Mail" service under 37 CFR 1.8 on the date indicated above and is addressed to: Box Assignments, Commissioner for Trademarks, 2900 Crystal Drive, Arlington, VA 22202-3513.

By: (Signature:) *Sumi Duff*
(Printed Name): Sumi Duff

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Registration of:

TAKARA-SHUZO CO., LTD

Serial No.: 76/137,352

Filed: September 28, 2000

Mark: YUJIRO VINEYARD in Class 33

DESIGNATION OF DOMESTIC REPRESENTATIVE

Box Assignment
Assistant Commissioner for Patents and Trademarks
2900 Crystal Drive
Arlington, VA 22202-3513

Sir:

The undersigned hereby appoints:

Anthony B. Diepenbrock, Esq. of the firm of
TOWNSEND AND TOWNSEND AND CREW LLP
Two Embarcadero Center, 8th Floor
San Francisco, CA 94111-3834
Telephone: (415) 576-0200 / Fax: (415) 576-0300

as its domestic representative upon whom notices or process and proceedings affecting this registration may be served.

TAKARA-SHUZO CO., LTD.

Dated: 29th December, 2000

By: *Yasuyuki Ogasawara*

Printed/Typed Name: YASUYUKI OGASAWARA

Title: DIRECTOR

SF 1172640 v1

ASSIGNMENT OF APPLICATION FOR REGISTRATION OF MARK

WHEREAS, Guenoc Winery, Inc., a Delaware corporation with offices at 21000 Butts Canyon Road, Middletown, California 95461-9606 (assignor) has adopted a mark for which said assignor, on September 28, 2000, has filed application in the United States Patent and Trademark Office for Registration, Serial No. 76/137,352; and

WHEREAS Takara-Shuzo Co., Ltd., Shijo-Karasuma Higashiiru, Shimogyo-ku, Kyoto 600-8688 Japan, Attention: Mr. Y. Ogasawara (assignee) is desirous of acquiring said mark;

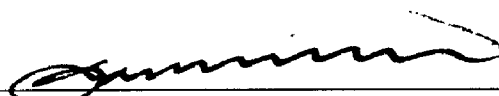
NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said assignor does hereby assign unto the said assignee all rights; title and interest in and to the said mark, together with the goodwill of the business symbolized by the mark, all causes of action for past infringement thereof, and the above-identified application for registration of said mark.

The commissioner of patents and trademarks is requested to issue the certificate of registration to said assignee.

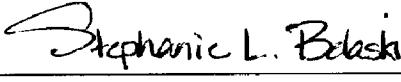
ASSIGNOR:

GUENOC WINERY, INC.

DATED: December 12, 2000

By: 
Michael D. Schochet, Vice President

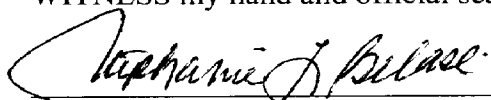
STATE OF HAWAII }
 } SS.
COUNTY OF HONOLULU }

On December 12, 2000 before me, , personally appeared Michael D. Schochet,

personally known to me - **OR** - proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person or the entity upon behalf of which the person acted, executed the instrument.

WITNESS my hand and official seal




Signature of Notary Public
State of Hawaii
My commission expires 4-24-2004