

02-22-2001

Attorney Docket No. 9478-20US

FORM PTO-1594
1-31-92



101616565

COVER SHEET
ONLY

U.S. DEPARTMENT OF COMMERCE
Patents and Trademark Office

To the Honorable Commissioner

attached original documents or copy thereof.
Name and address of receiving party(ies)

1. Name of conveying party(ies):

Guenoc Winery, Inc.

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

- Association
- Limited Partnership

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

3. Nature of conveyance:

2-1-01

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

Execution Date: December 12, 2000

Name: Takara-Shuzo Co., Ltd.
 Internal Address: ATTN: Mr. Y. Ogasawara
 Street Address: Shijo-Karasuma Higashiru
 Shimogyo-ku
 Kyoto 600-8688 JAPAN
 City: Kyoto State: ZIP:

- Individual(s) citizenship
 - 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

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

A. Trademark Application No(s): 76/137,548

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.

410E

Anthony B. Diepenbrock
Name of Person Signing

Signature

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 8TON11 00000174 201430 76137548
 01 FC1481 40.00 CH

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

TRADEMARK
REEL: 002244 FRAME: 0738

EL624026865US

Attorney Docket No. 009478-002000US

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:) *Sumit Dutt*
(Printed Name): sumit DUTT

IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

In re Registration of:

DESIGNATION OF DOMESTIC REPRESENTATIVE

TAKARA-SHUZO CO., LTD

Serial No.: 76/137,548

Filed: September 28, 2000

Mark: YUJIRO in Class 33

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 1172428 v1

TRADEMARK
REEL: 002244 FRAME: 0739

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. 76/137,548; 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

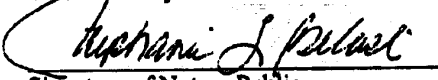
STATE OF HAWAII }
 } SS.
COUNTY OF HONOLULU }

On December 12, 2000 before me, Stephanie L. Belaski, 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
Page 1 of 1

SF 1157537

RECORDED: 02/01/2001

**TRADEMARK
REEL: 002244 FRAME: 0740**