

11-16-2001

Form PTO-1595  
1-31-92



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U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

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To the Honorable Commissioner of Patents and Trademarks. Please record the attached original documents or copy thereof.

1. Name of conveying party(ies):  
Etude Wines, Inc., Post Office Box 3382, Napa, California  
94558

- Individual(s)
- General Partnership
- Corporation-California
- Other
- Association
- Partnership

Additional name(s) of conveying party(ies) attached?  
 yes  no

2. Name and address of receiving party(ies)?  
Beringer Blass Wine Estates Company, 610 Airpark Road, Napa,  
California 94558

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

Additional name(s) & address(es) attached?  
 yes  no

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3. Nature of Conveyance:

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

Execution Date: October 1, 2001

Appointment of Domestic Representative attached?  
 yes  no

4. Application number(s) or registration number(s): registration (no. 2,263,262)

If this document is being filed together with a new application, the execution date of the application is:

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

Additional numbers attached?  Yes  No

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

Gary D. Krugman, Esq.  
SUGHRUE MION, PLLC  
2100 Pennsylvania Avenue, N.W.  
Suite 800  
Washington, D.C. 20037-3213

6. Total number of applications and registration involved:  
one

7. Total Fee (37 CFR 3.41): \$ 40.00  
 Enclosed. Please charge any underpayment in connection with this Assignment to Deposit Account No. 19-4880.  
 Authorized to be charged to Deposit Account

8. Deposit Account No. 19-4880  
(Attach dupl. copy of this page if paying by Deposit Account)

DO NOT WRITE IN 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.

Name

November 6, 2001  
Date

TOTAL NUMBER OF PAGES COMPRISING COVER SHEET, ATTACHMENTS AND DOCUMENT:

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Commissioner of Patents and Trademarks  
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TRADEMARK  
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**ASSIGNMENT**

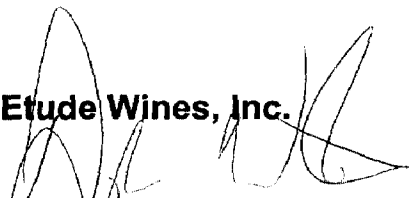
**WHEREAS, Etude Wines, Inc., a California corporation, having its principal place of business at P.O. Box 3382, Napa, California 94558, has adopted, used, is using and is the owner of the following trademark registration filed in the U.S. Patent and Trademark Office:**

<b>Trademark</b>	<b>Serial Number</b>	<b>Registration Number</b>
<b>Etude Wines, Inc.</b>	<b>75546472</b>	<b>2263262</b>

**WHEREAS, Beringer Blass Wine Estates Company, a Delaware corporation, with a principal place of business of 610 Airpark Road, Napa, California 94558, is desirous of acquiring said trademark.**

**NOW, THEREFORE, in consideration of the sum of twenty (\$20.00) and other good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Etude Wines, Inc. hereby assigns to Beringer Blass Wine Estates Company all right, title and interest in the United States, in and to said trademark, together with the goodwill of the business symbolized by said trademarks and applications thereof.**

**Date: October 1, 2001**

**Etude Wines, Inc.**  
  
\_\_\_\_\_  
**Douglas W. Roberts, Secretary**

assignmenetude