

03-07-2002



02-25-2002



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U.S. DEPARTMENT OF COMMERCE  
Patent and Trademark Office

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

<p>1. Name of conveying party(ies):</p> <p>Mildara Blass Inc. (California Corporation) 610 Airpark Road Napa, California 94558</p> <p>Viña Santa Carolina S.A. (Chilean Corporation) Til Til 2228, Macul, Santiago, Chile</p> <p><input type="checkbox"/> Individual(s)                      <input type="checkbox"/> Association</p> <p><input type="checkbox"/> General Partnership              <input type="checkbox"/> Partnership</p> <p><input checked="" type="checkbox"/> Corporations</p> <p><input type="checkbox"/> Other</p> <p>Additional name(s) of conveying party(ies) attached?</p> <p><input type="checkbox"/> yes                      <input type="checkbox"/> no</p>	<p>2. Name and address of receiving party(ies)?</p> <p>Beringer Blass Wine Estates Company (Delaware Corporation) 610 Airpark Road Napa, California 94558</p> <p><input type="checkbox"/> Individual(s) citizenship</p> <p><input type="checkbox"/> Association</p> <p><input type="checkbox"/> General Partnership</p> <p><input type="checkbox"/> Limited Partnership</p> <p><input checked="" type="checkbox"/> Corporation-Delaware</p> <p><input type="checkbox"/> Other</p> <p>Additional name(s) &amp; address(es) attached?</p> <p><input type="checkbox"/> yes                      <input checked="" type="checkbox"/> no</p> <p>Appointment of Domestic Representative attached?</p> <p><input type="checkbox"/> yes                      <input checked="" type="checkbox"/> no</p>
<p>3. Nature of Conveyance: Trademark Assignment</p> <p><input checked="" type="checkbox"/> Assignment                      <input type="checkbox"/> Merger</p> <p><input type="checkbox"/> Security Agreement              <input type="checkbox"/> Change of Names</p> <p><input type="checkbox"/> Other</p> <p>Execution Date: December 21, 2001</p>	

*MRO 2/25/2*

4. Application number(s) or registration number(s): 2,178,178

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

<p>A. Trademark Application No.(s)</p> <p>Additional numbers attached?   <input type="checkbox"/> Yes                      <input type="checkbox"/> No</p>	<p>B. Trademark Registration No.(s)</p>
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<p>5. Name and address of party to whom correspondence concerning document should be mailed:</p> <p>Gary D. Krugman, Esq. SUGHRUE, MION, PLLC 2100 Pennsylvania Avenue, N.W. Suite 800 Washington, D.C. 20037-3213</p>	<p>6. Total number of applications and registration involved: 1</p> <p>7. Total Fee (37 CFR 3.41):              \$40.00</p> <p><input checked="" type="checkbox"/> Enclosed. Please charge any underpayment in connection with this Assignment to Deposit Account No. 19-4880.</p> <p><input type="checkbox"/> Authorized to be charged to Deposit Account</p> <p>8. Deposit Account No. 19-4880 (Attach dupl. copy of this page if paying by Deposit Account)</p>
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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.

*Gary D. Krugman*                      February 25, 2002

\_\_\_\_\_  
Name                      Date

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

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

Do not detach this portion

Mail documents to be recorded with required cover sheet information to:

03/05/2002 **BBYRNE 00000120 2178178** Commissioner of Patents and Trademarks

01 FC:481                      40.00 OP                      Box Assignments

Washington, D.C. 20231

TRADEMARK  
REEL: 002455 FRAME: 0910

## **TRADEMARK ASSIGNMENT**

THIS TRADEMARK ASSIGNMENT ("Assignment") is made and entered into as of this 21 day of December, 2001 by and between Mildara Blass Inc., a California corporation, with its principal place of business at 610 Airpark Road, Napa, California 94558 and Viña Santa Carolina, a Chilean corporation, with its principal place of business at Til Til 2228, Macul, Santiago, Chile, ("VSC"), as joint assignors, (hereinafter "Assignor"), and Beringer Blass Wine Estates Company, a Delaware corporation, with its principal place of business at 610 Airpark Road, Napa, California 94558 (hereinafter "Assignee").

**WHEREAS**, pursuant to that certain US Termination Agreement dated as of the date hereof (the "Termination Agreement"), by and among Assignor and Assignee, Assignor has agreed to assign and Assignee has agreed to acquire that United States trademark identified and set forth on Schedule A (the foregoing referred to herein as the "Mark");

**NOW, THEREFORE**, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby sell, assign, transfer and set over to Assignee, its entire right, title and interest in and to the Mark, for the United States, including any renewals and extensions of the registrations that are or may be secured under the laws of the United States, along with any and all associated global common law rights, now or hereafter in effect, for Assignee's own use and enjoyment, as fully and entirely as the same would

have been held and enjoyed by Assignor if this Assignment and sale had not been made, and

VSC covenants that it will not attempt to register the Mark anywhere in the world.

In the event of any conflict between a provision hereof and a provision of the US Termination Agreement, the provision of the US Termination Agreement shall prevail.

This Assignment may be executed in counterparts, each of which shall be deemed an original, but all of which together shall constitute one and the same instrument.

\* \* \* \*

IN TESTIMONY WHEREOF, the Assignor and Assignee have caused this

Assignment to be signed and executed by the undersigned officers thereunto duly authorized on the date first appearing above.

MILDARA BLASS INC.

By: 

Name: Douglas W. Roberts

Title: Secretary

VIÑA SANTA CAROLINA S.A.

By:  

Name: José Antonio Jiménez

Santiago Larrain

Title: General Manager

Representative

BERINGER BLASS WINE ESTATES COMPANY

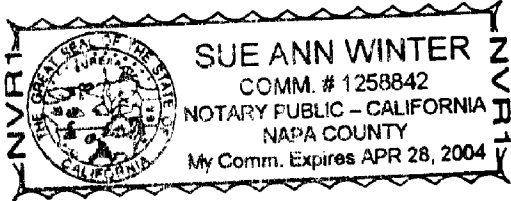
By: 

Name: Douglas W. Roberts

Title: Vice President, General Counsel  
and Secretary

STATE OF California  
COUNTY OF Napa ) SS.:

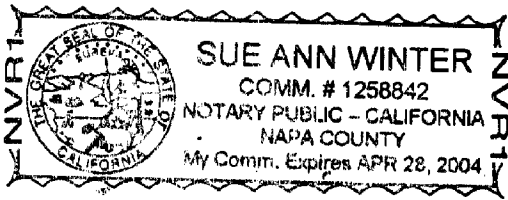
On this 19 day of December 2001, there appeared before me  
Douglas W Roberts, personally known to me, who acknowledged that he signed the  
foregoing Assignment as his/her voluntary act and deed on behalf and with full authority of  
Mildara Blass Inc



Sue Ann Winter  
Notary Public

STATE OF California  
COUNTY OF Napa ) SS.:

On this 19 day of December 2001, there appeared before me  
Douglas W Roberts, personally known to me, who acknowledged that he signed the  
foregoing Assignment as his/her voluntary act and deed on behalf and with full authority of  
Beringer Blass Wine Estates



Sue Ann Winter  
Notary Public

STATE OF CHILE )  
COUNTY OF ) SS.:

On this 21 day of DECEMBER 2001, there appeared before me  
José A. Jiménez and Santiago Larraín personally known to me, who acknowledged that he signed the  
foregoing Assignment as his/her voluntary act and deed on behalf and with full authority of  
Viña Santa Carolina S.A.

[Signature]  
Notary Public  
[Circular Seal: JUAN PARRALBA ACEVEDO, NOTARIA, Santiago, Chile, NOTARIO PUBLICO]

**Schedule A**

**U.S. TRADEMARKS**

<b><u>Mark</u></b>	<b><u>Registration No.</u></b>	<b><u>Serial No.</u></b>	<b><u>International Class</u></b>
DALLAS CONTE	2178178	75279451	33 (Wines & Spirits)