

05-01-2002



Form PTO-1594  
(Rev. 03/01)  
OMB No. 0651-0027 (exp. 5/31/2002)

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U.S. DEPARTMENT OF COMMERCE  
U.S. 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):  
The Customer Company

4.17.02

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

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

2. Name and address of receiving party(ies)

Name: Mendelson, LLC

Internal

Address: \_\_\_\_\_

Street Address: 1226 Third Street

City: Napa State: CA Zip: 94559

- Individual(s) citizenship \_\_\_\_\_
- Association \_\_\_\_\_
- General Partnership \_\_\_\_\_
- Limited Partnership \_\_\_\_\_
- Corporation-State \_\_\_\_\_

Other CA limited liability company

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
- Merger
- Security Agreement
- Change of Name
- Other \_\_\_\_\_

Execution Date: March 19, 2002

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

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

1,980,923

Additional number(s) attached  Yes  No

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

Name: J. Scott Gerien, Esq.

Internal Address: Owen, Wickersham & Erickson  
Suite 1910

Street Address: 455 Market Street

City: San Francisco State: CA Zip: 94105

6. Total number of applications and registrations involved: 1

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

- Enclosed
- Authorized to be charged to deposit account

8. Deposit account number:

(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 information is true and correct and any attached copy is a true copy of the original document.

J. Scott Gerien

Name of Person Signing

Signature

April 17, 2002

Date

Total number of pages including cover sheet, attachments, and document: 3

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Mail documents to be recorded with required cover sheet information to:  
Commissioner of Patent & Trademarks, Box Assignments  
Washington, D.C. 20231

TRADEMARK  
REEL: 002495 FRAME: 0612

# ASSIGNMENT OF TRADEMARK REGISTRATION

WHEREAS, The Customer Company, a California corporation, having a business address of 4457 Park Road, Benicia, California, 94510, has adopted, used, and is using the following mark for which the following United States Trademark Registration has been obtained:

| <u>Mark</u> | <u>Registration No.</u> | <u>Date</u>   |
|-------------|-------------------------|---------------|
| DIONYSUS    | 1,980,923               | June 18, 1996 |

WHEREAS, Mendelson, LLC, a California limited liability company having an address of 1226 Third Street, Napa, California, 94559, desires to acquire any and all rights and goodwill associated with the above-referenced mark and the registration of the mark;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, The Customer Company does hereby assign to Mendelson, LLC all right, title and interest in and to said mark, together with the goodwill of the business symbolized by the mark and the registration of the mark.

The Commissioner of Patents and Trademarks is requested to issue any Certificates of Registration Renewal to Mendelson, LLC.

## THE CUSTOMER COMPANY

By: 

Name: Keith Eastin

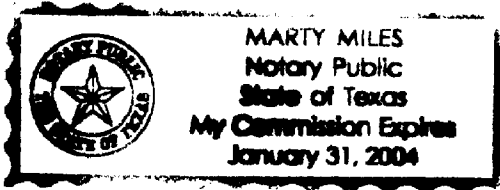
Title: Secretary & General Counsel

Date: 3/17/02

STATE OF TEXAS  
COUNTY OF HARRIS

§  
§  
§

Before me, the undersigned authority, on this 19<sup>th</sup> day of March 2002, personally appeared Keith Eastin known to me to be the person whose name is subscribed to the foregoing instruments and acknowledged to me that he is authorized to execute the same on behalf of the identified corporation and that he executed the same on behalf of the corporation for the purposes and consideration therein expressed.



Marty Miles  
Notary Public, State of TEXAS  
Name Printed: MARTY MILES  
My Commission Expires: 1-31-04