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Attorney Docket No. 005356-000100US

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Re



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U.S. DEPARTMENT OF COMMERCE
U.S. Patent and Trademark Office

Tab settings ⇌ ⇌ ⇌ FINANCE

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

1. Name of conveying party(ies):
 VENTANA VINEYARDS WINERY, INC., A.K.A. LOS COCHES CELLARS
 5-20-02

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

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

3. Nature of conveyance:
 Assignment Merger
 Security Agreement Change of Name
 Other _____

Execution Date: April 25, 2002

2. Name and address of receiving party(ies)
 Name: J. DOUGLAS MEADOR
 Internal Address: _____
 Street Address: 2999 Monterey Salinas Highway, Suite 10
 City: Monterey State: CA ZIP: 93940

Individual(s) citizenship _____
 Association _____
 General Partnership _____
 Limited Partnership _____
 Corporation-State: California
 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 name(s) & address(es) attached? Yes No

4. Application Number(s) or Registration Number(s).
 A. Trademark Application No(s): _____

B. Trademark Registration No(s): 1,196,974

Additional numbers attached? Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:
 Name: Bruce W. Schwab, 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 1

7. Total fee (37 CFR 3.41): \$40.00
 Enclosed
 Authorized to be charged to deposit account

8. Deposit account number: 20-1430

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

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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.

Bruce W. Schwab
 Name of Person Signing

Signature

5/6/02
 Date

Total number of pages including cover sheet, attachments and document: 2

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

TRADEMARK
 REEL: 002511 FRAME: 0487

ASSIGNMENT

WHEREAS, VENTANA VINEYARDS WINERY, INC., A.K.A., LOS COCHES CELLARS, a California corporation, having a business address at 2999 Monterey Salinas Highway, Suite 10, Monterey, California 93940 ("Assignor"), is the owner of the following trademark registration:

<i>MARK(S)</i>	<i>REGISTRATION NO(S).</i>	<i>ISSUE DATE(S)</i>
LOS COCHES CELLARS	1,196,974	June 1, 1982

WHEREAS, J. DOUGLAS MEADOR, an individual, having a business address at 2999 Monterey Salinas Highway, Suite 10, Monterey, California 93940 ("Assignee") wants to acquire said trademark, and registration thereof;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign unto Assignee all rights, title and interest in and to said mark, worldwide, together with the goodwill of the business symbolized by the mark, the on-going business to which the Mark pertains, and the above identified registration, and all causes of action for past infringement.

VENTANA VINEYARDS WINERY, INC.,
A.K.A., LOS COCHES CELLARS

Dated: 4/25/02

By: 