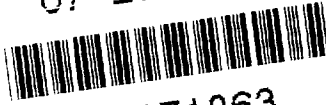


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U.S. DEPARTMENT OF COMMERCE U.S. Patent and Trademark Office

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

1. Name of conveying party(ies): Franzia Winery, L.L.C. 07/25/02
Individual(s) Association General Partnership Limited Partnership Corporation-State Other limited liability company
Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies) Name: The Wine Group LLC Internal Address: Street Address: 17000 E. Highway 120 City: Ripon State: CA Zip: 95366
Individual(s) citizenship Association General Partnership Limited Partnership Corporation-State Other Delaware 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: 07/11/2002

4. Application number(s) or registration number(s): A. Trademark Application No.(s) B. Trademark Registration No.(s) 2,284,607 2,292,035
Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed: Name: Melville Owen Internal Address: Owen Wickersham & Erickson 455 Market Street, Suite 1910 San Francisco, CA 94105-2420 Street Address: City: State: Zip:

6. Total number of applications and registrations involved: 2
7. Total fee (37 CFR 3.41) \$ 65.00 Enclosed Authorized to be charged to deposit account
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