

TRADEMARK ASSIGNMENT

Electronic Version v1.1

Stylesheet Version v1.1

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| SUBMISSION TYPE: | NEW ASSIGNMENT |
| NATURE OF CONVEYANCE: | CHANGE OF NAME |

CONVEYING PARTY DATA

| Name | Formerly | Execution Date | Entity Type |
|------------------------------|----------|----------------|-----------------------|
| Kendall-Jackson Winery, Ltd. | | 10/28/1999 | CORPORATION: DELAWARE |

RECEIVING PARTY DATA

| | |
|-------------------|------------------------------------|
| Name: | Kendall-Jackson Wine Estates, Ltd. |
| Street Address: | 421 Aviation Blvd |
| Internal Address: | Legal Dept |
| City: | Santa Rosa |
| State/Country: | CALIFORNIA |
| Postal Code: | 95403 |
| Entity Type: | CORPORATION: DELAWARE |

PROPERTY NUMBERS Total: 1

| Property Type | Number |
|----------------------|---------|
| Registration Number: | 2721709 |

CORRESPONDENCE DATA

Fax Number: (707)547-4767
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 707-544-4000
 Email: lbermude@kjmail.com
 Correspondent Name: Kendall-Jackson Wine Estates, Ltd.
 Address Line 1: 421 Aviation Blvd
 Address Line 2: Legal Dept
 Address Line 4: Santa Rosa, CALIFORNIA 95403

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|--------------------|--------------|
| NAME OF SUBMITTER: | Liz Bermudez |
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Total Attachments: 0

OP \$40.00 2721709

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