

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
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NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
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CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
West Texas Trading Company		12/12/2003	CORPORATION: CAYMAN ISLANDS

RECEIVING PARTY DATA

Name:	Kendall-Jackson International, 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: 3

Property Type	Number	Word Mark
Registration Number:	2725827	ARGUZZIO
Registration Number:	2535473	CALINA
Registration Number:	2518118	VILLA ARCENO

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: liz.bermudez@kjmail.com
 Correspondent Name: Jackson Enterprises
 Address Line 1: 421 Aviation Blvd
 Address Line 2: Legal Dept
 Address Line 4: Santa Rosa, CALIFORNIA 95403

NAME OF SUBMITTER:	Liz Bermudez
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Total Attachments: 2

**TRADEMARK
 REEL: 002766 FRAME: 0900**

OP \$90.00 2725827

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ASSIGNMENT OF TRADEMARK

A. West Texas Trading Company, a Cayman Island corporation, located at 425 Aviation Boulevard, Santa Rosa, CA 95403, United States of America ("Assignor") owns the rights to the trademarks for wine listed on Schedule 1 attached hereto (the "Marks").

B. Assignor owns the registrations for the Marks filed in the countries identified on Schedule 1 attached hereto (the "Registrations").

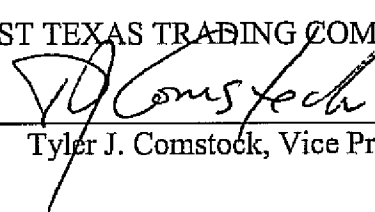
C. Kendall-Jackson International, Ltd., a Delaware corporation, located at 425 Aviation Boulevard, Santa Rosa, CA 95403, United States of America ("Assignee") desires to acquire the Marks and the Registrations and all goodwill represented thereby and arising in connection with the business associated with the use of the Marks, and all other rights and powers relating thereto, including without limitation the right to apply for registration of the Marks in other countries in its own name;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor does hereby assign to Assignee, all right, title and interest in and to the Marks and the Registrations, together with the goodwill of the business symbolized by the Marks and the use thereof. Assignor hereby (i) authorizes Assignee to record this Assignment with the United States Patent and Trademark Office, and to file and record this Assignment with any trademark registrar or similar official in any foreign country in order to assign the Registrations in such foreign countries to Assignee, and (ii) authorizes and requests that the certificates of registration to be assigned with respect to the Marks be issued to Assignee in accordance with this Assignment.

IN WITNESS WHEREOF, this Assignment of Trademark has been duly executed and delivered by the undersigned effective as of December 12, 2003.

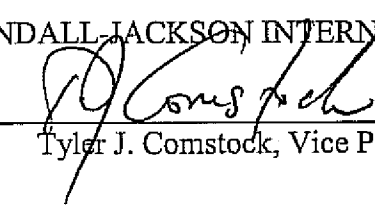
ASSIGNOR:

WEST TEXAS TRADING COMPANY

By: 
Tyler J. Comstock, Vice President

ASSIGNEE:

KENDALL-JACKSON INTERNATIONAL, LTD.

By: 
Tyler J. Comstock, Vice President

SCHEDULE 1
LIST OF REGISTRATIONS AND APPLICATIONS

Trademarks

Arguzzio
Calina
Caliz
La Capanna Al Sole
Villa Arceno

<u>Registrations</u>	<u>Country</u>	<u>Registration No.</u>
<u>Arguzzio</u>	Canada	TMA588432
	European Community	002014371
	Japan	4526781
	Norway	209101
	Switzerland	487051
	United States	2725827
<u>Calina</u>	United States	2535473
	Canada	TMA588292
<u>Caliz</u>	European Community	2031656
	Japan	4526780
	Switzerland	487050
	European Community	1152941
<u>La Capanna Al Sole</u>	Japan	4461188
	Canada	TMA588288
<u>Villa Arceno</u>	European Community	1838770
	Japan	4461188
	Norway	208516
	Singapore	TOO/16275G
	United States	2518118