

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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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
King Estate Vineyards, Inc.		04/24/2002	CORPORATION: OREGON

RECEIVING PARTY DATA	
Name:	King Estate Winery Limited Partnership
Street Address:	80854 Territorial Highway
City:	Eugene
State/Country:	OREGON
Postal Code:	97405
Entity Type:	LIMITED PARTNERSHIP: OREGON

PROPERTY NUMBERS Total: 9		
Property Type	Number	Word Mark
Registration Number:	2362632	A PASSION FOR QUALITY
Registration Number:	1838456	KING ESTATE
Registration Number:	1864886	KING ESTATE
Registration Number:	2074638	LORANE VALLEY
Registration Number:	2074714	LORANE GRAPEVINES
Registration Number:	1864377	PACIFIC COAST VINEYARDS
Registration Number:	2528604	PINOT ENVY
Serial Number:	78123576	A-GRIS-ABLE
Serial Number:	78123568	DARING PAIRING

CORRESPONDENCE DATA	
Fax Number:	(816)474-3216
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	816-474-8100
Email:	SFBBaction@spencerfane.com
Correspondent Name:	Spencer Fane Britt & Browne LLP
Address Line 1:	1000 Walnut St., Suite 1400

OP \$240.00 2362632

Address Line 4: Kansas City, MISSOURI 64106-2140

ATTORNEY DOCKET NUMBER:	2659900-5 KING ESTATE
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NAME OF SUBMITTER:	I. Edward Marquette
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Total Attachments: 3 source=TM Assign pg1#page1.tif source=TM Assign pg2#page1.tif source=TM Assign pg3#page1.tif
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TRADEMARK ASSIGNMENT

THIS TRADEMARK ASSIGNMENT dated as of April 24, 2002, is made by King Estate Vineyards, Inc., an Oregon corporation ("Assignor") to King Estate Winery Limited Partnership, an Oregon limited partnership ("Assignee").

Assignor has adopted and has continuously used the registered trademarks listed on Exhibit A (attached hereto and made a part hereof). The registered trademarks reflect and symbolize the considerable goodwill of Assignor associated with its business of selling and offering for sale the various goods and services identified by the specified trademarks. Assignor also has rights and interests in and to pending applications for trademark registration in the United States Patent and Trademark Office. Assignor's pending applications for trademark registration are also listed on Exhibit A. The registered trademarks and pending applications for trademark registration listed on Exhibit A are collectively referred to as the "Marks".

Assignor desires to assign to Assignee, and Assignee desires to receive from Assignor all Assignor's right, title, and interest in and to the Marks, together with all of Assignor's goodwill associated with and symbolized by the Marks.

NOW, THEREFORE, in consideration of Ten Dollars (\$10.00) and other good and valuable consideration, receipt and sufficiency of which being acknowledged, Assignor makes the following Assignment unto Assignee.

1. *Assignment.* Assignor hereby assigns, transfers, conveys and delivers to Assignee its entire right, title, and interest in and to the Marks and any and all rights to any registrations thereof or applications for registrations thereof which may now or hereafter exist, together with all of Assignor's goodwill associated with and symbolized by the Marks. This assignment is made in connection with the sale and transfer of all of Assignor's assets and business to Assignee.

2. *Goodwill.* The sale, transfer, assignment, and conveyance includes all the goodwill of the business of Assignor associated with and symbolized by the Marks.

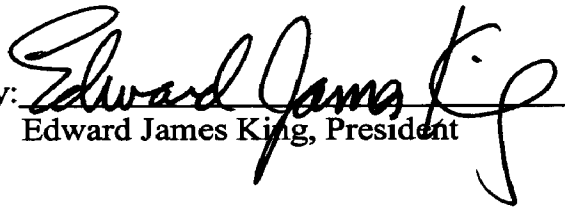
3. *Other Acts.* Assignor agrees to execute and deliver all instruments and documents and to do all other reasonable acts appropriate to perfect in Assignee clear title to the Marks.

4. *Additional Rights.* Assignor specifically assigns to Assignee all its right, title and interest in and to any claim to recover for any infringement or other violation of ownership rights of the Marks, whether such infringement or violation occurs in the future or has occurred in the past. These rights specifically include the right to sue for injunctive relief and monetary damages and to recover attorney's fees for its own account and benefit and with no duty to account to Assignor. Assignor agrees to cooperate with Assignee in any such action, at Assignee's expense. Assignee is authorized to communicate with the United States Patent and Trademark Office, which office is authorized to receive and act upon all instructions, communications, correspondence, or other information sent or provided by Assignee to the same extent as if this Assignment had not been made and such item had been received from Assignor.

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IN WITNESS WHEREOF, Assignor has executed this Trademark Assignment as of the day and year first above written.

KING ESTATE VINEYARDS, INC.

By: 
Edward James King, President

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WA 557408.1

U.S. TRADEMARKS

<u>Mark</u>	<u>Registration No.</u>
A PASSION FOR QUALITY	2,362,632
KING ESTATE	1,838,456
KING ESTATE (& design)	1,864,886
LORANE VALLEY (& design)	2,074,638
LORANE GRAPEVINES (Stylized)	2,074,714
PACIFIC COAST VINEYARDS	1,864,377
PINOT ENVY	2,528,604

PENDING U.S. TRADEMARK APPLICATIONS

<u>Mark</u>	<u>Serial No.</u>
A-GRIS-ABLE	78/123,576
DARING PAIRING	78/123,568
PINOTOGRAPHY	76/047,545