

Form PTO-1594

(Rev. 03/01)

OMB No. 0651-0027 (exp. 5/31/2002)

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RECORDATION FORM COVER SHEET TRADEMARKS ONLY

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):
Fred Fisher

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

Additional name(s) of conveying party(ies) attached? Yes No

2. Name and address of receiving party(ies)
Name: **Fisher Vineyards**

Internal Address: _____
Address: _____

Street Address: **6200 St. Helena Road**
City: **Santa Rosa** State: **CA** Zip: **95404**

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
 (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: **September 16, 2003**

4. Application number(s) or registration number(s):

A. Trademark Application No.(s)
78/283584

B. Trademark Registration No.(s)

Additional number(s) attached Yes No

5. Name and address of party to whom correspondence concerning document should be mailed:

Name: **J. Scott Gerien**

Internal Address **Owen, Wickersham & Erickson**
Suite 1910

Street Address: **455 Market Street**

City: **San Francisco** State: **CA** Zip: **94105**

6. Total number of applications and registrations involved: 1

7. Total fee (37 CFR 3.41).....\$ **40.00**

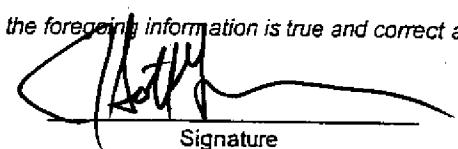
Enclosed
 Authorized to be charged to deposit account

8. Deposit account number:
502333

(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 information is true and correct and any attached copy is a true copy of the original document.

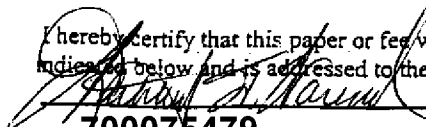
J. Scott Gerien  **3/31/04**
Name of Person Signing Signature Date

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

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

Certificate of Transmission

I hereby certify that this paper or fee was faxed to the Commissioner for Patent & Trademarks under 37 CFR 1.8 on the date indicated below and is addressed to the Commissioner for Patent & Trademarks, Assignments at Fax No. 703/306-5995

 Dated: **3/31/04**
700075479

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REEL: 002824 FRAME: 0437

CH \$40.00 502333 78283584

ASSIGNMENT OF INTENT TO USE APPLICATION

WHEREAS, Fred Fisher, a U.S. citizen, located at 6200 St. Helena Road, Santa Rosa, CA 95404 ("Assignor"), owns and has a *bona fide* intent to use the mark COACH INSIGNIA ("the Mark") in connection with bar and restaurant services in the United States; and

WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignor's *bona fide* intent to use the Mark in commerce in connection with bar and restaurant services, Application Serial No. 78/283,584 for COACH INSIGNIA filed on August 5, 2003; and

WHEREAS, Fisher Vineyards, a California corporation, located and doing business at 6200 St. Helena Road, Santa Rosa, CA 95404 ("Assignee"), desires to acquire certain assets of Assignor in connection with which Assignor has a *bona fide* intent to use the Mark in the United States and the pending U.S. Application;

NOW, THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark and the pending U.S. Application therefor, together with that portion of Assignor's assets in connection with which it has a *bona fide* intent to use the Marks.

Dated:

9/16/03
Fred Fisher