

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
Beringer Blass Wine Estates Company		07/07/2004	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA	
Name:	Beringer Blass Italia Srl
Street Address:	610 Airpark Rd.
City:	Napa
State/Country:	CALIFORNIA
Postal Code:	94558-0005
Entity Type:	CORPORATION: ITALY

PROPERTY NUMBERS Total: 1		
Property Type	Number	Word Mark
Serial Number:	76600807	BONELLO

CORRESPONDENCE DATA	
Fax Number:	(202)331-4308
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	(202)663-7484
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Correspondent Name:	Gary D. Krugman
Address Line 1:	2100 Pennsylvania Avenue, N.W.
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ATTORNEY DOCKET NUMBER:	S8843
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NAME OF SUBMITTER:	Andres E. Lorca
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Total Attachments: 1 source=S8843 Assignment#page1.tif
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ASSIGNMENT

WHEREAS, Beringer Blass Wine Estates Company, a Delaware corporation with a business address of 610 Airpark Road, Napa, California 94558-0005 has adopted and intended to use the mark BONELLO in commerce and has filed an intent to use application to register the mark, which application has been assigned Serial No. 76/600,807; and

WHEREAS, Beringer Blass Wine Estates Company is assigning the mark in the above-identified application as part of the entire business or portion thereof to which the mark pertains as required by 15 U.S.C. §1060; and

WHEREAS, Beringer Blass Italia Srl, an Italian corporation with a business address of 610 Airpark Road, Napa, California, 94558-0005, is desirous of acquiring said trademark and the pending intent to use application therefore;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Beringer Blass Wine Estates Company does hereby assign to Beringer Blass Italia Srl all right, title and interest in and to the trademark BONELLO and the good will of the business symbolized thereby.

BERINGER BLASS WINE ESTATES COMPANY

By: 

Name: Douglas W. Roberts

Title: Vice President and Secretary

Date: July 7, 2004

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