

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
------------------	----------------

NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
-----------------------	--

CONVEYING PARTY DATA			
Name	Formerly	Execution Date	Entity Type
Kendall-Jackson International, Ltd.		06/30/2004	CORPORATION: DELAWARE

RECEIVING PARTY DATA	
Name:	Jackson Wine Estates International Limited
Street Address:	Alexander House, The Sweepstakes
City:	Ballsbridge, Dublin 4
State/Country:	IRELAND
Entity Type:	CORPORATION: IRELAND

PROPERTY NUMBERS Total: 2		
Property Type	Number	Word Mark
Serial Number:	78041696	ARGUZZIO
Registration Number:	2518118	VILLA ARCENO

CORRESPONDENCE DATA	
Fax Number:	(415)659-7300
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>	
Phone:	415-659-7000
Email:	tmdocket@piperrudnick.com
Correspondent Name:	Piper Rudnick LLP
Address Line 1:	333 Market Street, Suite 3200
Address Line 4:	San Francisco, CALIFORNIA 94105-2150

ATTORNEY DOCKET NUMBER:	543590-25
-------------------------	-----------

DOMESTIC REPRESENTATIVE	
Name:	Katherine C. Spelman, Esq.
Address Line 1:	333 Market Street, Suite 3200
Address Line 2:	Piper Rudnick LLP
Address Line 4:	San Francisco, CALIFORNIA 94105-2150

CH \$65.00 78041696

NAME OF SUBMITTER:

Mary Kathryn Lee

Total Attachments: 3

source=Asg. from KJI to JWEI - US#page1.tif

source=Asg. from KJI to JWEI - US#page2.tif

source=Asg. from KJI to JWEI - US#page3.tif

TRADEMARK ASSIGNMENT AGREEMENT

WHEREAS, Kendall-Jackson International, Ltd., a corporation organized and existing under the laws of the State of Delaware, United States of America, having a principal place of business at 425 Aviation Boulevard, Santa Rosa, California 95403 (hereinafter “KJI”) has adopted, used and is using the list of trademarks and the corresponding trademark applications and registrations as set forth in Attachment A (hereinafter, the “Trademark Portfolio”);

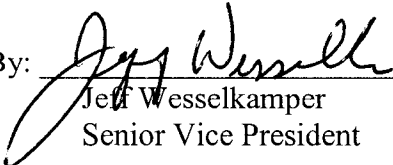
WHEREAS, Jackson Wine Estates International Limited, a corporation organized and existing under the laws of Ireland, having a principal place of business at Alexandra House, The Sweepstakes, Ballsbridge, Dublin 4, Ireland (hereinafter “JWEI”) is desirous of acquiring said Trademark Portfolio;

NOW THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, KJI hereby transfers and assigns to JWEI all of KJI’s right, title and interest in and to said Trademark Portfolio, along with the goodwill associated therewith and symbolized thereby.

IN WITNESS WHEREOF, KJI has caused this document to be executed by its authorized officer on the date indicated below.

ASSIGNOR:

Kendall-Jackson International, Ltd.

By:  _____
Jeff Wesselkamper
Senior Vice President

Date: June 30, 2004

ATTACHMENT A (Page 1 of 2)

<u>MARK</u>	<u>COUNTRY</u>	<u>APPLICATION NO.</u>	<u>REGISTRATION NO.</u>
ARCANUM	United States	78/165304	N/A
ARCANVM	Italy	27 2000 FI	N/A
ARGUZZIO	Canada	1088008	588432
	European Union	2014371	2014371
	Japan	2001005547	4526781
	Norway	200100581	209101
	Switzerland	N012532001	487051
	United States	78/041696	2725827
D'ARCENO (Stylized)	Italy	33 97 SI	807439
D'ARCENO VIGNA LA PORTA (Stylized)	Italy	37 97 SI	807443
IL TOMOLO	Italy	60 98 SI	837089
LA CAPANNA	Italy	61 98 SI	837090
LA CAPANNA AL SOLE	European Union	1152941	1152941
	Italy	283 99 FI	856221
	Japan	2000028769	4461188
OMRO	Italy	RM202C005086	N/A
PALLIUM	Italy	978 2000 FI	N/A
SAN GUSME'	Italy	1323 99 FI	876410
SINFARDELLA	Italy	1322 99 FI	876409
TENUTA DI ARCENO	Italy	36 97 SI	807442
VILLA ARCENO	Canada	1073889	588288
	European Union	1838770	1838770
	Hong Kong	200019697	46622003
	Italy	34 97 SI	807440
	Japan	2000109645	4502457
	Norway	200011735	208516
	Singapore	T0016275G	T0016275G
	United States	75/718664	2518118

ATTACHMENT A (Page 2 of 2)

<u>MARK</u>	<u>COUNTRY</u>	<u>APPLICATION NO.</u>	<u>REGISTRATION NO.</u>
VALDORNA and Design	Italy	26 98 SI	822651
VILLA ARCENO IL BOSCHETTO	Italy	RM202C005087	N/A
PRIMA VOCE	N/A	N/A	N/A
IL PALCO	N/A	N/A	N/A