

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	Collateral Assignment of Intellectual Property

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Royal Wine Corporation		12/29/2004	CORPORATION: NEW YORK

RECEIVING PARTY DATA

Name:	Merrill Lynch Business Financial Services Inc.
Street Address:	222 North LaSalle Street
City:	Chicago
State/Country:	ILLINOIS
Postal Code:	60601
Entity Type:	CORPORATION: DELAWARE

PROPERTY NUMBERS Total: 43

Property Type	Number	Word Mark
Serial Number:	76518687	KRAZY SHAPES
Serial Number:	76577830	SENSEI
Serial Number:	76577829	WE PUT OUR HEART INTO IT
Serial Number:	76577828	KOSHER KIDS
Serial Number:	76560731	CRYSTAL CANYON
Serial Number:	76578354	THE HEART OF ISRAEL
Serial Number:	76405918	MISHKA
Registration Number:	2864511	KEDEM KIDS
Registration Number:	2783023	FIREMAN'S FRENZY
Registration Number:	2865796	
Registration Number:	2859093	ALTOONA HILLS
Registration Number:	2847374	BEN AMI
Registration Number:	2836110	
Registration Number:	2826669	BRISCOES

CH \$1090.00 76518687

Registration Number:	2801202	WESTSIDE BLUE
Registration Number:	2778556	ZIN GRIS
Registration Number:	2755885	RAMON CARDOVA
Registration Number:	2765923	VALERO ESPECIAL
Registration Number:	2597883	BARKAN
Registration Number:	2578571	TEAL LAKE
Registration Number:	2555851	GEULA
Registration Number:	2557498	CONCORD KAL
Registration Number:	2277982	PROMISED LAND
Registration Number:	2250538	PROMISED LAND
Registration Number:	2355368	CONTOUR
Registration Number:	2511035	JOYVIN
Registration Number:	2338839	TEAL LAKE CELLARS
Registration Number:	2369936	ALFASI
Registration Number:	2281056	PLUM ROYALE
Registration Number:	2310734	MATUK ROUGE SOFT
Registration Number:	1990795	KEDEM
Registration Number:	1840818	RASHI
Registration Number:	1916711	JOSEPH ZUKER SELECTIONS
Registration Number:	1858807	BARON HERZOG
Registration Number:	1768208	GIVON
Registration Number:	1529958	WEINSTOCK CELLARS
Registration Number:	1237575	BARTENURA
Registration Number:	1171543	MATUK ROYALE
Registration Number:	0964327	EXODUS
Registration Number:	0547548	KEDEM
Registration Number:	2770201	POULTRY DELIGHT
Registration Number:	1587297	MANHATTAN CHOCOLATES
Registration Number:	2878733	TAMPREE

CORRESPONDENCE DATA

Fax Number: (212)704-6288

Correspondence will be sent via US Mail when the fax attempt is unsuccessful.

Phone: 2127046000

Email: kzielaznicki@jenkens.com

Correspondent Name: Karl M. Zielaznicki

Address Line 1: 405 Lexington Avenue
Address Line 2: The Chrysler Building
Address Line 4: New York, NEW YORK 10174

NAME OF SUBMITTER:	Karl M. Zielaznicki
Signature:	/karl m. zielaznicki/
Date:	01/06/2005

Total Attachments: 15

source=royalwine#page1.tif
source=royalwine#page2.tif
source=royalwine#page3.tif
source=royalwine#page4.tif
source=royalwine#page5.tif
source=royalwine#page6.tif
source=royalwine#page7.tif
source=royalwine#page8.tif
source=royalwine#page9.tif
source=royalwine#page10.tif
source=royalwine#page11.tif
source=royalwine#page12.tif
source=royalwine#page13.tif
source=royalwine#page14.tif
source=royalwine#page15.tif

COLLATERAL ASSIGNMENT OF INTELLECTUAL PROPERTY

THIS COLLATERAL ASSIGNMENT OF INTELLECTUAL PROPERTY ("Assignment") made as of the ^{2nd} day of December 2004 by ROYAL WINE CORPORATION ("Assignor"), a New York corporation, to MERRILL LYNCH BUSINESS FINANCIAL SERVICES INC. ("Assignee").

WITNESSETH:

WHEREAS, Assignor and Assignee are parties to a certain WCMA Loan and Security Agreement No. 859-07-L35 and a certain WCMA Reducing Revolver Loan and Security Agreement No. 859-02-153, each dated the date hereof (together with any and all other and further amendments, revisions, modifications, supplements and restatements thereof and therefor, collectively the "Loan Agreements", with the terms used but not otherwise defined herein being used with the same meanings as therein defined);

WHEREAS, the Assignee has agreed to make the loans described in the Loan Agreements (the "Loans"), on the terms and conditions set forth in the Loan Agreements, and the Assignor has agreed to grant to Assignee a lien on and a security interest in all of Assignor's personal property assets pursuant to the Loan Agreements and this Assignment, including, without limitation, Assignor's patents, patent applications, trademarks, trademark applications, trade names, goodwill, copyrights, and licenses.

NOW, THEREFORE, in consideration of the premises set forth herein and in the Loan Agreements, and for other good and valuable consideration, the receipt and sufficiency of which are hereby acknowledged, Assignor agrees as follows:

1. Intellectual Property Assignment of Intellectual Property. To secure the full, complete and timely payment and satisfaction of all of Assignor's Obligations, Assignor hereby collaterally assigns, transfers, sets over and delivers to the Assignee and grants to Assignee (with power of sale, to the extent permitted by law, upon the occurrence of an Event of Default) a first priority lien and security interest on and in all of Assignor's right, title and interest in and to all of its now owned or existing and hereafter acquired or arising (whether registered, filed or recorded):

(a) patents and patent applications, including, without limitation, the inventions and improvements described and claimed therein, and those patents and patent applications listed on Schedule A, attached hereto and made a part hereof, and (i) the reissues, divisions, continuations, renewals, extensions and continuations-in-part thereof, (ii) all income, royalties, damages and payments now and hereafter due and/or payable under and with respect thereto, including, without limitation, damages and payments for past or future infringements thereof, (iii) the right to sue for past, present and future infringements thereof;

(b) trademarks, trademark registrations, trade names and trademark applications, including, without limitation, the trademarks and tradenames and applications and registrations therefor listed on Schedule B, attached hereto and made a part hereof, and (i) continuations, extensions and renewals thereof, (ii) all income, royalties, damages and payments now and hereafter due and/or payable with respect thereto, including,

without limitation, damages and payments for past or future infringements thereof, (iii) the right to sue for past, present and future infringements thereof, and (iv) all rights corresponding thereto throughout the world (all of the foregoing under this subsection (b) hereinafter collectively referred to as the "Trademarks");

(c) the goodwill of Assignor's business connected with and symbolized by the Trademarks;

(d) license agreements, with any other party, whether Assignor is a licensor or licensee under any such license agreement, including, without limitation, the licenses listed on Schedule C attached hereto and made a part hereof, and the right to prepare for sale, sell and advertise for sale, all inventory (as defined in the Loan Agreements) now or hereafter owned by Assignor and now or hereafter covered by such licenses (all of the foregoing under this subparagraph (d) hereinafter referred to collectively as the "Licenses"); and

(e) copyrights, copyright registrations and copyright applications including, without limitation, the copyrights and registrations and applications therefor listed on Schedule D attached hereto and made a part thereof, (ii) all income, royalties, damages and payments now and hereafter due and/or payable with respect thereto, including, without limitation, damages and payments for past or future infringements thereof, (iii) the right to sue for past, present and future infringements thereof, and (iv) all rights corresponding thereto throughout the world (all of the foregoing under this subsection (e) hereinafter collectively referred to as the "Copyrights").

All of the foregoing Patents, Trademarks, Licenses, Copyrights, goodwill and other intellectual property and proprietary rights of the Assignor set forth above in this Section 1 are collectively hereinafter referred to as the "Intellectual Property."

2. New Patents, Trademarks, and Licenses. Assignor represents and warrants that the Patents, Trademarks, Licenses and Copyrights listed on Schedules A, B, C, and D, respectively, constitute all of the Patents, Trademarks, Licenses and Copyrights now owned by Assignor. If, before the Obligations shall have been satisfied in full, Assignor shall obtain rights to or become entitled to the benefit of any new patentable invention, patent or trademark application, tradename, trademark registration, license, license renewal, copyrights or application or registration therefor, or patent for any reissue, division, continuation, renewal, extension, or continuation-in-part of any Patent or any improvement on any Patent, the foregoing shall be subject to the collateral assignment set forth in paragraph 1 hereof. Upon obtaining rights to the foregoing, the Assignor shall give to Assignee prompt written notice thereof, together with amended Schedules A, B, C and/or D, as applicable, to include the foregoing and shall execute and record any and all other and further documents and shall execute and record any and all other further documents, agreements or instruments necessary, in the Assignee's discretion, to give the Assignee a valid and first priority mortgage, lien and security interest on and in the foregoing.

3. Restrictions on Future Agreements and Action. Assignor agrees that until the Obligations shall have been fully and completely paid and satisfied Assignor will not enter into any agreement, take any action, or permit any action to be taken by others subject to its control, including licensees, or fail to take any action, which would affect the validity or enforcement of the rights transferred to Assignee under this Assignment.

4. Agreements and Duties of Assignor. Assignor agrees (a) not to sell or assign its interest in, or grant any license under, its Intellectual Property, without the prior written consent of Assignee; (b) to maintain the quality of any and all products in connection with which the Patents and/or Trademarks are used, consistent with the quality of said

products as of the date hereof; (c) not to change the quality of said products without Assignee's express written consent; and (iv) to provide Assignee, as often as reasonably requested thereby, with a certificate of an officer of Assignor certifying Assignor's compliance with the foregoing. Assignor shall have the duty (i) to prosecute diligently any patent application of the Patents, any trademark application of the Trademarks and any copyright application of the Copyrights, pending as of the date hereof or thereafter until the termination of this Assignment pursuant to Paragraph 10 hereof, (ii) to make application on unpatented but patentable inventions and on trademarks and copyrights, as appropriate, and (iii) to preserve and maintain all rights in patent applications and patents of the Patents and in trademark applications, trademarks, and trademark registrations of the Trademarks and in copyright applications and registrations of the Copyrights. Any expenses incurred in connection with such applications shall be borne by Assignor. Unless the benefits to be derived from the following are negligible, immaterial or the following are otherwise of little or no value, Assignor shall not abandon (x) any right to file a patent, trademark or copyright application, or (y) any pending patent, trademark or copyright application (z) or any patent, trademark or copyright (whether pending or otherwise) without the consent of Assignee, which consent shall not be unreasonably withheld.

5. Rights and Remedies. At any time an Event of Default has occurred, in addition to all other rights and remedies of Assignee, whether provided under this Assignment, the Loan Agreements, applicable law or otherwise, Assignee shall have the following rights and remedies which may be exercised without notice to, or consent by, Assignor except as such notice or consent is expressly provided for hereunder: (a) Assignee may, or may require that Assignor, make any use of the Patents for any purpose whatsoever, including for the sale of goods, completion of work-in-process or rendering of services or otherwise in connection with enforcing any other security interest granted to Assignee by Assignor or for such other reason as Assignee may determine; (b) Assignee may grant such license or licenses relating to the Intellectual Property for such term or terms, on such conditions, and in such manner, as Assignee shall in its discretion deem appropriate, and such license or licenses may be general, special or otherwise, and may be granted on an exclusive or non-exclusive basis throughout all or any part of the United States of America, its territories and possessions, and all foreign countries; (c) Assignee may assign, sell or otherwise dispose of the Intellectual Property, or any part thereof, either with or without special conditions or stipulations except that if notice to Assignor of intended disposition of Intellectual Property is required by law, the giving of five (5) days prior written notice to Assignor of any proposed disposition shall be deemed reasonable notice thereof and Assignor waives any other notice with respect thereto, and Assignee shall have the power to buy the Intellectual Property or any part thereof, and Assignee shall also have the power to execute assurances and perform all other acts which Assignee may, in its discretion, deem appropriate or proper to complete such assignment, sale, or disposition (in any such event, Assignor shall be liable for any deficiency); and (d) in addition to the foregoing, in order to implement the assignment, sale or other disposition of any of the Intellectual Property pursuant to the terms hereof, Assignee may at any time execute and deliver on behalf of Assignor, pursuant to the authority granted in the Power of Attorney described in paragraph 7 below, one or more instruments of assignment of the Intellectual Property (or any application, registration, or recording relating thereto), in form suitable for filing, recording, or registration. Assignor agrees to pay Assignee on demand all costs incurred in any such transfer of the Intellectual Property, including, but not limited to, any taxes, fees, and attorneys' fees and legal expenses. Assignor agrees that Assignee has no obligation to preserve rights to the Intellectual Property against any other parties.

6. Assignee's Right to Sue. From and after the occurrence of an Event of Default and the provision by Assignee of written notice to Assignor of Assignee's intention to enforce its rights and claims against any of the Intellectual Property, Assignee shall have the right, but shall in no way be obligated, to bring suit in its own name to enforce the Intellectual Property and any licenses thereunder, and, if Assignee shall commence any such suit, Assignor shall, at the request of Assignee, do any and all lawful acts and execute any and all proper documents required by

Assignee in aid of such enforcement and Assignor shall promptly, upon demand, reimburse and indemnify Assignee for all costs and expenses incurred by Assignee in the exercise of its rights under this paragraph 6.

7. Power of Attorney. To facilitate Assignor's exercise of its rights and remedies under the Loan Agreements, this Assignment, applicable law, or otherwise, Assignee hereby constitutes and appoints the Assignor, with full power of substitution, as the attorney-in-fact of the Assignor with the right, but not the duty, from time to time to create, prepare, complete, execute, deliver, endorse, and/or file and any all instruments, documents, applications, financing statements, and other agreements necessary or desirable, in the sole discretion of Assignor, to exercise any and all of such rights and remedies. Assignor hereby ratifies and approves all that such attorney-in-fact may lawfully do or cause to be done by virtue thereof. This power of attorney is coupled with an interest and shall be irrevocable until the Obligations shall have been fully and completely paid and satisfied.

8. Assignee's Other Rights and Remedies. Assignee shall have the right, at any time and from time to time, to inspect Assignor's premises and to examine Assignor's books, records and operations, including, without limitation, Assignor's quality control processes. From and after the occurrence of an Event of Default, Assignor agrees that Assignee, or a conservator appointed by Assignee, shall have the right to establish such additional product quality controls as Assignee, or said conservator, in its sole judgment, may deem necessary to assure maintenance of the quality of products sold by Assignor under the Trademarks. Assignors acknowledges and agrees that this Assignment is not intended to limit or restrict in any way the rights and remedies of Assignee under the Loan Agreements but rather is intended to facilitate the exercise of such rights and remedies. All of Assignee's rights and remedies with respect to the Intellectual Property, whether established hereby of by the Loan Agreements, or by any other assignment or by law shall be cumulative and may be exercised singularly or concurrently.

9. Royalties. Assignor hereby agrees that the use by Assignee of all Intellectual Property as described above shall be worldwide and without any liability for royalties or other related charges from Assignee to the Assignor.

10. Waivers. No course of dealing between Assignor and Assignee, nor any failure to exercise, nor any delay in exercising, on the part of Assignee, any right, power or privilege hereunder or under the Loan Agreements, any right, power or privilege hereunder or under the Loan Agreements shall operate as a waiver thereof; nor shall any single or partial exercise of any right, power or privilege hereunder or thereunder preclude any other or further exercise thereof or the exercise of any other right, power or privilege.

11. Termination. This Assignment is made for collateral purposes only and upon full and complete payment and satisfaction of the Obligations this Assignment shall terminate and Assignee shall execute and deliver to Assignor all agreements, assignments or instruments as may be necessary or proper to terminate Assignee's collateral assignment and security interest in the Intellectual Property, subject to any disposition thereof which may have been made by Assignee pursuant hereto or pursuant to the Loan Agreements.

12. Severability. The provisions of this Assignment are severable, and if any clause or provision shall be held invalid and unenforceable in whole or in part in any jurisdiction, then such invalidity or unenforceability shall affect only such clause or provision, or part thereof, in such jurisdiction, and shall not in any manner affect such clause or provision in any other jurisdiction, or any other clause or provision of this Assignment in any jurisdiction.

13. Modification. This Assignment cannot be altered, amended or modified in any way, except as specifically provided in paragraph 3 hereof or by a writing signed by the parties hereto.

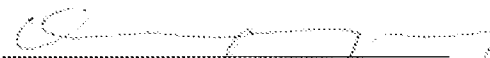
14. Binding Effect. This Assignment shall be binding upon the Assignor and its respective successors and assigns, and shall inure to the benefit of Assignee, its nominees and assigns.

15. Governing Law. This Assignment shall be deemed made and accepted in and shall be governed by and construed in accordance with the laws of the State of Illinois.

[signatures appear on the following page]

IN WITNESS WHEREOF, the parties hereto have duly executed this Assignment as of December 29th 2004.

ROYAL WINE CORPORATION

By: 
Print Name: David Hershey
Print Title: CEO

MERRILL LYNCH BUSINESS FINANCIAL SERVICES INC.

By: _____
Print Name:
Print Title:

IN WITNESS WHEREOF, the parties hereto have duly executed this Assignment as of December 29 2004.

ROYAL WINE CORPORATION

By: _____
Print Name:
Print Title:

MERRILL LYNCH BUSINESS FINANCIAL SERVICES INC.

By: _____
Print Name: _____
Print Title: _____

d:\security.agt\collat.aen
NEWYORK 1016922v5 58170-00046


STATE OF)
) ss.:
COUNTY OF)

On this ___ day of December 2004, before me personally came _____, to me known, who being duly sworn, did depose and say, that he is the _____ of Royal Wine Corporation, the corporation described in and which executed the foregoing instrument; and that he signed his name thereto by order of the Board of Directors of said corporation.

Notary Public

STATE OF NEW JERSEY)
) ss.:
COUNTY OF Hudson)

On this 25 day of December 2004, before me personally came Jennifer Holt, to me known, who, being duly sworn, did depose and say, that he is the VP of Merrill Lynch Business Financial Services Inc., the corporation described in and which executed the foregoing instrument; and that he signed his name thereto by order of the Board of Directors of said corporation.



Notary Public

SHIVANAND MARAJ
NOTARY PUBLIC OF NEW JERSEY
MY COMMISSION EXPIRES JULY 01, 2008

d:\security.agt\collst.asn
NEWYORK 101692295 58170-00046

TRADEMARK
REEL: 003004 FRAME: 0078

SCHEDULE A
TO
COLLATERAL ASSIGNMENT OF INTELLECTUAL PROPERTY

None

d:\security.agt\collat.asn
NEWYORK 101592275 58170-00046

TRADEMARK
REEL: 003004 FRAME: 0079

SCHEDULE B
TO
COLLATERAL ASSIGNMENT OF INTELLECTUAL PROPERTY

<u>US Trademark Applications</u>		
<u>Mark</u>	<u>Filing Date</u>	<u>Application No.</u>
KRAZY SHAPES	06/02/2003	76/518,687
SENSEI	02/26/2004	76/577,830
WE PUT OUR HEART INTO IT	02/26/2004	76/577,829
KOSHER KIDS	02/26/2004	76/577,828
CRYSTAL CANYON	11/17/2003	76/560,731
THE HEART OF ISRAEL	03/01/2004	76/578,354
MISHKA	05/03/2002	76/405,918
<u>US Trademark Registrations</u>		
<u>Mark</u>	<u>Registration Date</u>	<u>Registration No.</u>
KEDEM KIDS	07/20/2004	2,864,511
FIREMAN'S FRENZY	11/11/2003	2,783,023
Bottle design	07/20/2004	2,865,796
ALTOONA HILLS	06/29/2004	2,859,093
BEN AMI	06/01/2004	2,847,374

d:\security.agt\collat.asn
NEWYORK 1016922v5 58170-00046

Bottle design	04/27/2004	2,836,110
BRISCOES	05/03/2004	2,826,669
WESTSIDE BLUE	12/30/2003	2,801,202
ZIN GRIS	10/28/2003	2,778,556
RAMONA CARDONA	08/26/2003	2,755,885
VALERO ESPECIAL	09/16/2003	2,765,923
BARKAN	07/23/2002	2,597,883
TEAL LAKE	06/11/2002	2,578,571
GEULA	04/02/2002	2,555,851
CONCORD KAL	04/02/2002	2,557,498
PROMISED LAND	09/14/1999	2,277,982
PROMISED LAND	06/01/1999	2,250,538
CONTOUR	06/06/2000	2,355,368
JOYVIN	11/20/2001	2,511,035
TEAL LAKE CELLARS	04/04/2004	2,338,839
ALFASI	07/25/2000	2,369,936
PLUM ROYALE	09/28/1999	2,281,056
MATUK ROUGE SOFT	01/25/2000	2,310,734
KEDEM	08/06/1996	1,990,795
RASHI	06/21/1994	1,840,818
JOSEPH ZUKER SELECTION	09/05/1995	1,916,711

d:\security.agt\collat.asn

NEWYORK 1016922v5 58170-00046

BARON HERZOG	10/18/1994	1,858,807
GIVON	04/27/1993	1,768,208
WEINSTOCK CELLARS	03/14/1989	1,529,958
BARTENUA	05/10/1983	1,237,575
MATUK ROYALE	09/29/1981	1,171,543
EXODUS	07/17/1973	964,327
KEDEM	09/04/1952	547,548
POULTY DELIGHT	09/30/2003	2,770,201
MANHATTAN CHOCOLATES	03/13/1990	1,587,297
TAMPREE	08/31/2004	2,878,733

d:\security.agt\collat.asn
NEWYORK 1016922v5 58170-00046

SCHEDULE C
TO
COLLATERAL ASSIGNMENT OF INTELLECTUAL PROPERTY

None

d:\security.agt\collist.asn
NEWYORK 1016922VS 58170-00046

TRADEMARK
REEL: 003004 FRAME: 0083

SCHEDULE D
TO
COLLATERAL ASSIGNMENT OF INTELLECTUAL PROPERTY

None

d:\security.agt\collat.asn
NEWYORK 1016922vS 58170-00946