

**TRADEMARK ASSIGNMENT**

Electronic Version v1.1  
 Stylesheet Version v1.1

<b>SUBMISSION TYPE:</b>	NEW ASSIGNMENT		
<b>NATURE OF CONVEYANCE:</b>	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL		
<b>CONVEYING PARTY DATA</b>			
<b>Name</b>	<b>Formerly</b>	<b>Execution Date</b>	<b>Entity Type</b>
Byron Vineyard & Winery, Inc.		03/03/2005	CORPORATION: CALIFORNIA
<b>RECEIVING PARTY DATA</b>			
<b>Name:</b>	Robert Mondavi Winery		
<b>Street Address:</b>	841 Latour Court		
<b>City:</b>	Napa		
<b>State/Country:</b>	CALIFORNIA		
<b>Postal Code:</b>	94558		
<b>Entity Type:</b>	CORPORATION: CALIFORNIA		
<b>PROPERTY NUMBERS Total: 1</b>			
<b>Property Type</b>	<b>Number</b>	<b>Word Mark</b>	
<b>Registration Number:</b>	2232488	LINEAGE	
<b>CORRESPONDENCE DATA</b>			
<b>Fax Number:</b>	(415)369-8789		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
<b>Phone:</b>	415 369 7641		
<b>Email:</b>	trademark@thelenreid.com		
<b>Correspondent Name:</b>	John K. Uilkema		
<b>Address Line 1:</b>	P.O. Box 190187		
<b>Address Line 4:</b>	San Francisco, CALIFORNIA 94119-0187		
<b>NAME OF SUBMITTER:</b>	John K. Uilkema		
<b>Signature:</b>	/john k. uilkema/		
<b>Date:</b>	03/08/2005		
<b>Total Attachments: 1</b> source=Lilineage#page1.tif			

**CH \$40.00 2232488**

## TRADEMARK ASSIGNMENT

WHEREAS, **BYRON VINEYARD & WINERY, INC.** ("Assignor" herein), having a place of business at 841 Latour Court, Napa, California 94558, has adopted the trademark LINEAGE ("the Mark") and obtained U.S. Registration No. 2,232,488, registered March 16, 1999, for the Mark; and

WHEREAS, **ROBERT MONDAVI WINERY**, a corporation organized under the laws of the California ("Assignee" herein), whose address is: 841 Latour Court, Napa, California 94558, desires to acquire all right, title and interest in and to the Mark, the registration thereof, and the goodwill associated therewith.

NOW, THEREFORE, for good and valuable consideration, receipt of which is hereby acknowledged, said Assignor does hereby assign unto Assignee all right, title and interest in and to the Mark, together with the good will of the business symbolized by the Mark, the registration thereof, and all causes of action relating thereto.

IN WITNESS WHEREOF, the Assignor has caused this Trademark Assignment to be executed on this 3<sup>rd</sup> day of MARCH, 2005.

BYRON VINEYARD & WINERY, INC.

By: 

Printed Name: Michael K. Beyer

Title: Sr. Vice President