

TRADEMARK ASSIGNMENT

Electronic Version v1.1
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SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Joseph Phelps Vineyards		06/24/2005	CORPORATION: CALIFORNIA

RECEIVING PARTY DATA

Name:	Joseph Phelps Vineyards LLC
Street Address:	200 Taplin Road
City:	St. Helena
State/Country:	CALIFORNIA
Postal Code:	94574
Entity Type:	LTD LIAB JT ST CO: CALIFORNIA

PROPERTY NUMBERS Total: 16

Property Type	Number	Word Mark
Registration Number:	2516943	BACKUS VINEYARD
Registration Number:	1447846	DELICE
Registration Number:	2753047	
Registration Number:	2002775	
Registration Number:	2804874	EISREBE
Registration Number:	2576081	INNISFREE
Registration Number:	1123429	INSIGNIA
Registration Number:	1686638	JOSEPH PHELPS VIN DU MISTRAL
Registration Number:	1635662	JOSEPH PHELPS VINEYARDS
Registration Number:	2823251	LE MISTRAL
Registration Number:	2889620	OCCIDENTAL
Registration Number:	2346841	OVATION
Registration Number:	2564606	PASTICHE
Registration Number:	2933501	PASTORALE

OP \$415.00 2516943

Registration Number:	2196434	PHELPS
Registration Number:	2196435	PHELPS VINEYARDS

CORRESPONDENCE DATA

Fax Number: (408)297-9748
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
Phone: (408) 297-9733
Email: swiens@patentvalley.com
Correspondent Name: Schneck & Schneck
Address Line 1: P.O. Box 2-E
Address Line 4: San Jose, CALIFORNIA 95109-0005

NAME OF SUBMITTER:	Thomas Schneck
Signature:	/thomas schneck/
Date:	06/27/2005

Total Attachments: 3
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MEMORANDUM OF ASSIGNMENT

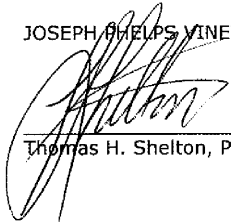
WHEREAS, JOSEPH PHELPS VINEYARDS (the "Assignor"), a corporation of the State of California, having an address of 200 Taplin Road, St. Helena, California 94574, is the owner of record of the trademarks (the "Marks") identified in the attached Appendix.

WHEREAS, JOSEPH PHELPS VINEYARDS LLC (the "Assignee"), a limited liability company organized under the laws of the State of California, having an address of 200 Taplin Road, St. Helena, California 94574, has acquired the Marks and the registrations therefor by prior written agreement between the parties, of which this memorandum executes a portion of the aforesaid agreement;

NOW THEREFORE, Assignor acknowledges the present record transfer to Assignee of all right, title and interest, including, but not limited to, common law and federal trademark rights, in and to the Marks, together with the goodwill of the business symbolized by the Marks, and the registrations thereof.

IN WITNESS WHEREOF, this said Assignor has executed and delivered this instrument this 24th day of June, 2005.

JOSEPH PHELPS VINEYARDS



Thomas H. Shelton, President

**TRADEMARK
REEL: 003111 FRAME: 0527**

APPENDIX

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>
BACKUS VINEYARD	2,516,943	12/11/01
DELICE	1,447,846	07/14/87
Design	2,753,047	08/19/03
Design	2,002,775	09/24/96
EISREBE	2,804,874	01/13/04
INNISFREE	2,576,081	06/04/02
INSIGNIA	1,123,429	07/31/79
JOSEPH PHELPS VIN DU MISTRAL (sty.)	1,686,638	05/12/92
JOSEPH PHELPS VINEYARDS	1,635,662	02/19/91
LE MISTRAL (sty.)	2,823,251	03/16/04
OCCIDENTAL	2,889,620	09/28/04
OVATION	2,346,841	05/02/00
PASTICHE	2,564,606	04/23/02
PASTORALE	2,933,501	03/15/05
PHELPS	2,196,434	10/13/98
PHELPS VINEYARDS	2,196,435	10/13/98

TRADEMARK
REEL: 003111 FRAME: 0528

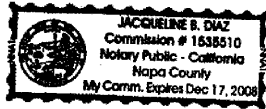
County of Napa)
) ss.
State of California)

On June 24, 2005, before me, Jacqueline B. Diaz, Notary Public,
personally appeared THOMAS S. SHELTON, personally known to me (~~or proved~~
~~to me on the basis of satisfactory evidence~~) to be the person whose name is
subscribed to the within instrument and acknowledged to me that he executed
the same in his authorized capacity, and that by his signature on the
instrument the person, or the entity upon behalf of which the person acted,
executed the instrument.

WITNESS my hand and official seal.

Signature Jacqueline B. Diaz

(Seal)



RECORDED: 06/27/2005

TRADEMARK
REEL: 003111 FRAME: 0529