

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
Robert Mondavi Winery		11/07/2005	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	Sierra Madre Ranch Holdings, LLC		
Street Address:	166 East La Jolla Avenue		
City:	Placentia		
State/Country:	CALIFORNIA		
Postal Code:	92870		
Entity Type:	LTD LIAB JT ST CO: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Registration Number:	2791612	SIERRA MADRE	
CORRESPONDENCE DATA			
Fax Number:	(949)760-9502		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(949) 760-0606		
Email:	efiling@kmob.com		
Correspondent Name:	Susan M. Natland		
Address Line 1:	Knobbe Martens Olson & Bear LLP		
Address Line 2:	2040 Main Street, Fourteenth Floor		
Address Line 4:	Irvine, CALIFORNIA 92614		
ATTORNEY DOCKET NUMBER:	SMRH.001GEN		
NAME OF SUBMITTER:	Susan M. Natland		
Signature:	/susan m. natland/		
Date:	11/07/2005		

CH \$40.00 2791612

Total Attachments: 2

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TRADEMARK ASSIGNMENT

This Trademark Assignment (hereinafter referred to as "Assignment") is effective as of the 15th day of ~~SEPTEMBER~~ SEPTEMBER 2005, by and between Robert Mondavi Winery, a California corporation, having a place of business at 235 North Bloomfield Road, Canandaigua, New York (hereinafter referred to as "Assignor"), and Sierra Madre Ranch Holdings, LLC, a California Limited Liability Company, having a place of business at 166 East La Jolla Avenue, Placentia, CA 92870 (P.O. Box 1058, Placentia, CA 92871-1058) (hereinafter referred to as "Assignee").

WHEREAS, this agreement confirms that the Trademark Assignment executed on October 27, 2005 transferred the trademark SIERRA MADRE and the U.S. Registration No. 2,791,612 for the mark SIERRA MADRE from Assignor to Assignee;

WHEREAS, in such prior agreement, Assignor indicated that:

(a) it has adapted, used, is using, and is, to the best of its knowledge and belief, the owner of the trademark SIERRA MADRE, and all other rights appurtenant thereto, including, but not limited to, all common law rights, trade name rights, causes of action, and the right to recover for past infringement (hereinafter referred to as the "Trademark");

(b) it has acquired goodwill associated with and symbolized by said Trademark;

WHEREAS, Assignor is the owner of the federal trademark registration relating to the Trademark as listed in Schedule A, attached hereto and incorporated herein by reference (hereinafter referred to as the "Registration");

WHEREAS, Assignee is desirous of acquiring all rights, title, and interest in and to the Trademark and the Registration; and

WHEREAS, Assignor is willing to assign to Assignee all rights, title, and interest as Assignor may possess in and to the Trademark and Registration;

NOW, THEREFORE, for good and adequate consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby confirms assignment and hereby assigns and sells to Assignee all rights, title, and interest as Assignor may possess in and to the Trademark and Registration, together with the goodwill symbolized by said Trademark and Registration. Assignor represents and warrants that, to the best of its knowledge and belief (a) it has not sold or licensed the use of the Trademark and/or Registration to any third party in any manner; (b) it has not otherwise entered into any contract or made any commitments that will or may impair Assignee's rights hereunder and (c) that as of October 27, 2005, it had not abandoned the rights in the Trademark.

Company Name: Robert Mondavi Winery

Dated: 11/7/05

Signature: [Signature]
Name: Michael H. Maurin
Title: Assistant General Counsel

Company Name: Sierra Madre Ranch Holdings, LLC

Dated: 11-7-05

Signature: [Signature]
Name: Peter M. Givens, Jr.
Title: Member, Board

SCHEDULE A

Federal Trademark Registration:

MARK	REG. NO.	REG. DATE	INTL. CLASSE
SIERRA MADRE	2,791,612	December 9, 2003	33

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