

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
Joseph Phelps Vineyards		01/25/2006	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	New West, LLC		
Street Address:	200 Taplin Road		
City:	St. Helena		
State/Country:	CALIFORNIA		
Postal Code:	94574		
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78270919	FOG DOG	
CORRESPONDENCE DATA			
Fax Number:	(408)297-9748		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	(408) 297-9733		
Email:	swiens@patentvalley.com		
Correspondent Name:	Thomas Schneck		
Address Line 1:	P.O. Box 2-E		
Address Line 4:	San Jose, CALIFORNIA 95109-0005		
ATTORNEY DOCKET NUMBER:	JPV-FOG DOG ASSIGN		
NAME OF SUBMITTER:	Thomas Schneck		
Signature:	/thomas schneck/		
Date:	01/30/2006		

OP \$40.00 78270919

Total Attachments: 1
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ASSIGNMENT

WHEREAS, Joseph Phelps Vineyards, a California corporation having an address of 200 Taplin Road, St. Helena, California 94574, (the "Assignor"), owns and has a *bona fide* intent to use the mark FOG DOG (the "Mark") in commerce in connection with the following services: "Wine."

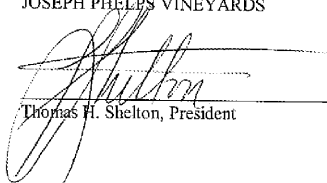
WHEREAS, Assignor has applied to register the Mark on the Principal Register of the United States Patent and Trademark Office based on Assignor's *bona fide* intent to use the Mark in commerce in connection with the above described services, Application Serial No. 78/270,919 (the "Application") filed on July 7, 2003; and

WHEREAS, New West, LLC, a limited liability company organized under the laws of the State of California, having an address of 200 Taplin Road, St. Helena, California 94574 (the "Assignee"), desires to acquire the business of Assignor in connection with which Assignor has a *bona fide* intent to use the Mark and the pending Application;

NOW THEREFORE, for good and valuable consideration, the receipt and sufficiency of which is hereby acknowledged, Assignor hereby sells, assigns and transfers to Assignee all right, title and interest in and to the Mark and the pending Application therefore, together with that portion of Assignor's business in connection with which it has a *bona fide* intent to use the Mark.

IN WITNESS WHEREOF, the said Assignor has executed and delivered this instrument on the date shown below.

JOSEPH PHELPS VINEYARDS



Thomas H. Shelton, President

01/25/2006
Date

RECORDED: 01/30/2006

**TRADEMARK
REEL: 003236 FRAME: 0246**