

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
West Texas Trading Company, Ltd.		02/08/2006	CORPORATION: CAYMAN ISLANDS
RECEIVING PARTY DATA			
Name:	Kendall-Jackson International, Ltd.		
Street Address:	425 Aviation Boulevard		
City:	Santa Rosa		
State/Country:	CALIFORNIA		
Postal Code:	95403		
Entity Type:	CORPORATION: DELAWARE		
PROPERTY NUMBERS Total: 1			
Property Type	Number	Word Mark	
Serial Number:	78165304	ARCANUM	
CORRESPONDENCE DATA			
Fax Number:	(312)464-3100		
	<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>		
Phone:	312/464-3100		
Email:	dfrohling@loeb.com		
Correspondent Name:	Daniel D. Frohling		
Address Line 1:	321 North Clark Street		
Address Line 2:	Suite 2300		
Address Line 4:	Chicago, ILLINOIS 60610		
ATTORNEY DOCKET NUMBER:	208329-10001/ARCANUM		
NAME OF SUBMITTER:	Daniel D. Frohling		
Signature:	/daniel d frohling/		

CH \$40.00 78165304

Date:

02/15/2006

Total Attachments: 1

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ASSIGNMENT OF TRADEMARK AND
U.S. APPLICATION THEREFOR

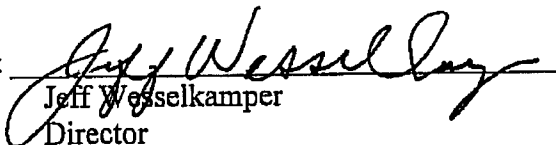
West Texas Trading Company, Ltd., a corporation organized under the laws of the Cayman Islands, located and doing business at 425 Aviation Boulevard, Santa Rosa, California 95403 (hereinafter called "Assignor"), owns the trademark ARCANUM and U.S. Application Serial No. 78/165,304 therefor.

WHEREAS Kendall-Jackson International, Ltd., a corporation organized under the laws of the State of Delaware, having a principal place of business at 425 Aviation Boulevard, Santa Rosa, California 95403 (hereinafter called "Assignee"), is desirous of acquiring said mark and pending Application therefor, and all right, title and interest in and to said mark including any and all common law rights therein;

NOW, THEREFORE, for good and valuable consideration, the receipt of which is hereby acknowledged, Assignor does hereby assign to Assignee all right, title and interest in and to said mark and Application therefor and the goodwill of the business associated therewith and symbolized thereby.

West Texas Trading Company, Ltd.

Dated: 2/8, 2006

By: 
Jeff Wesselkamper
Director