

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
Kendall-Jackson International, Ltd.		02/08/2006	CORPORATION: DELAWARE

RECEIVING PARTY DATA

Name:	Jackson Wine Estates International Limited
Street Address:	Cherrywood Business Park
Internal Address:	Building D, Loughlinstown
City:	County Dublin
State/Country:	IRELAND
Entity Type:	CORPORATION: IRELAND

PROPERTY NUMBERS Total: 1

Property Type	Number	Word Mark
Serial Number:	78165304	ARCANUM

CORRESPONDENCE DATA

Fax Number: (312)464-3111
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 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-2
-------------------------	------------------------

DOMESTIC REPRESENTATIVE

Name: Daniel D. Frohling
 Address Line 1: 321 North Clark Street
 Address Line 2: Suite 2300

CH \$40.00 78165304

Address Line 4: Chicago, ILLINOIS 60610

NAME OF SUBMITTER: Daniel D. Frohling

Signature: /daniel d frohling/

Date: 02/15/2006

Total Attachments: 1
source=KJassn#page1.tif

**ASSIGNMENT OF TRADEMARK AND
U.S. APPLICATION THEREFOR**

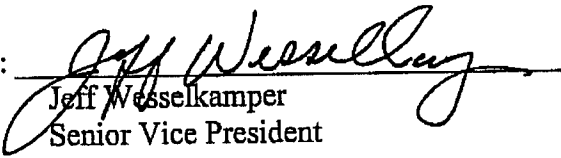
Kendall-Jackson International, Ltd., a corporation organized under the laws of the State of Delaware, having a principal place of business at 425 Aviation Boulevard, Santa Rosa, California 95403 (hereinafter called "Assignor"), owns the trademark ARCANUM and U.S. Application Serial No. 78/165,304 therefor.

WHEREAS Jackson Wine Estates International Limited, a corporation organized under the laws of Ireland, having a principal place of business at Cherrywood Business Park, Building D, Loughlinstown, County Dublin, Ireland (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.

Kendall-Jackson International, Ltd.

Dated: 2/8, 2006

By: 
Jeff Wesselkamper
Senior Vice President