

TRADEMARK ASSIGNMENT

Electronic Version v1.1
 Stylesheet Version v1.1

SUBMISSION TYPE:	NEW ASSIGNMENT
NATURE OF CONVEYANCE:	ASSIGNS THE ENTIRE INTEREST AND THE GOODWILL
EFFECTIVE DATE:	06/19/2006

CONVEYING PARTY DATA

Name	Formerly	Execution Date	Entity Type
Purple Wine Company		06/19/2006	LIMITED LIABILITY COMPANY: CALIFORNIA

RECEIVING PARTY DATA

Name:	Sonoma Wine Company
Street Address:	P.O. Box 390
City:	Graton
State/Country:	CALIFORNIA
Postal Code:	95444
Entity Type:	LIMITED LIABILITY COMPANY: CALIFORNIA

PROPERTY NUMBERS Total: 5

Property Type	Number	Word Mark
Registration Number:	2333055	FOXTAIL VINEYARDS & WINERY
Registration Number:	2329871	GISELLE
Registration Number:	2333054	MARC CELLARS
Registration Number:	2321946	ROSE VALLEY VINEYARDS & WINERY
Registration Number:	2994754	RANDALL MONROE

CORRESPONDENCE DATA

Fax Number: (415)391-6493
Correspondence will be sent via US Mail when the fax attempt is unsuccessful.
 Phone: 415-391-6490
 Email: allison@commins.com
 Correspondent Name: Allison C. Templeton
 Address Line 1: 400 Montgomery Street, Ste 200
 Address Line 4: San Francisco, CALIFORNIA 94104

OP \$140.00 2333055

NAME OF SUBMITTER:	Allison C. Templeton
Signature:	/allisonctempleton/
Date:	08/01/2006
Total Attachments: 1 source=DC_250669#page1.tif	

ASSIGNMENT OF TRADEMARKS

This Assignment of Trademarks (Assignment) is made as of this 19 day of June, 2006, by Purple Wine Company, LLC, a limited liability company formed under the laws of the State of California (Assignor), in favor of Sonoma Wine Company, LLC, a limited liability company formed under the laws of the State of California (Assignee).

RECITALS

WHEREAS, Assignor is the owner of the following Trademark and the applications and registrations therefor;

<u>Trademark</u>	<u>Reg. No.</u>	<u>Reg. Date</u>	<u>App. Ser. No.</u>	<u>Filing Date</u>
Foxtal Vineyards & Winery	2333055	3/21/00	75722495	6/7/99
Giselle	2329871	3/14/00	75722493	6/7/99
Marc Cellars	2333054	3/21/00	75722494	6/7/99
Rose Valley Vineyards & Winery	2321946	2/22/00	75696756	5/3/99
Randall Monroe	2994754	9/13/05	78424908	5/25/04

and, WHEREAS, the Assignor desires to assign, and Assignee desires to receive, all right, title and interest in and to the Trademark;

NOW THEREFORE, Assignor hereby assigns to Assignee, its successors and assigns, all of its right, title, and interest in and to the Trademark, together with the goodwill of the business symbolized by the Trademark.

IN WITNESS WHEREOF, Assignor has caused this Assignment to be executed on the date written above.

PURPLE WINE COMPANY, LLC

By: Susan Durbrow

Name: Susan Durbrow

Title: Marketing & Sales Manager

SONOMA WINE COMPANY, LLC

By: Lisa Giglio

Name: Lisa Giglio

Title: Dir of Brand Development
Sonoma Wine Company

TRADEMARK