

## 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
Bonny Doon Winery, Inc.		07/31/2006	CORPORATION: CALIFORNIA
RECEIVING PARTY DATA			
Name:	The Wine Group LLC		
Street Address:	4596 S.Tracy Boulevard		
City:	Tracy		
State/Country:	CALIFORNIA		
Postal Code:	95377		
Entity Type:	LIMITED LIABILITY COMPANY: DELAWARE		
PROPERTY NUMBERS Total: 4			
Property Type	Number	Word Mark	
Registration Number:	2922614	BIG HOUSE RED	
Registration Number:	2912710	BIG HOUSE WHITE	
Serial Number:	78221464	CARDINAL ZIN	
Registration Number:	2817343	BEASTLY OLD VINES	
CORRESPONDENCE DATA			
Fax Number:	(415)249-1001		
<i>Correspondence will be sent via US Mail when the fax attempt is unsuccessful.</i>			
Email:	sfdocket@kling.com		
Correspondent Name:	Kathryn M. Wheble		
Address Line 1:	Four Embarcadero Center		
Address Line 2:	10th Floor		
Address Line 4:	San Francisco, CALIFORNIA 94111		
ATTORNEY DOCKET NUMBER:	1103525.0008		
NAME OF SUBMITTER:	Kathryn M. Wheble		

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TRADEMARK  
REEL: 003362 FRAME: 0553

Signature:	/Kathryn M. Wheble/
Date:	08/04/2006
<b>Total Attachments: 3</b> source=Bonny Doon TWG assign#page1.tif source=Bonny Doon TWG assign#page2.tif source=Bonny Doon TWG assign#page3.tif	

## **GLOBAL ASSIGNMENT(S) OF INTELLECTUAL PROPERTY RIGHTS**

THIS GLOBAL ASSIGNMENT OF INTELLECTUAL PROPERTY RIGHTS is made, executed and delivered as of July 31, 2006 ("Assignment") by and between Bonny Doon Winery, Inc., a California corporation ("Seller") and The Wine Group LLC, a Delaware limited liability company ("Buyer").

WHEREAS, Seller and Buyer have entered into an Asset Purchase Agreement, dated as of July 31, 2006 (the "Agreement"), pursuant to which Seller has agreed to sell, convey, assign, transfer and deliver, and Buyer has agreed to purchase, among other things, Seller's entire right, title and interest in and to the Intellectual Property (such term and all other capitalized terms used but not defined herein having the same meanings ascribed to such terms in the Agreement), all as more fully described in the Agreement; and

WHEREAS, Seller wishes to transfer to Buyer the Intellectual Property and Buyer wishes to acquire the Intellectual Property;

NOW, THEREFORE, be it known that for good and valuable consideration, the receipt and adequacy of which are hereby acknowledged and accepted, Seller hereby sells, conveys, assigns, transfers and delivers unto Buyer and its successors and assigns, all of its right, title and interest in and to the Intellectual Property, including, without limitation, the trademark applications and registrations set out in Part 4.12 of the Disclosure Schedule and as identified in Schedule A attached hereto (the "Trademarks"), and including all rights to sue for past, present and future infringement thereof, together with the goodwill of the business connected with such Intellectual Property and symbolized by the Trademarks. It is expressly acknowledged that with respect to the Trademarks for which registration is being sought in the United States under the intent to use provisions of the Trademark Act (15 U.S.C. §1051(b)), Seller is assigning those Trademarks as part of the sale of the Business or portion thereof to which those Trademarks pertain.

THIS ASSIGNMENT is intended to implement the provisions of the Agreement and shall not be construed to enhance, extend or limit the rights or obligations of Seller or Buyer thereunder.

THIS ASSIGNMENT may be executed in any number of counterparts, each of which shall be deemed to be an original, but all of which together shall constitute one and the same instrument.

IN WITNESS WHEREOF, this Assignment has been duly executed and delivered on behalf of the parties as of the date first above written.

BONNY DOON WINERY, INC.  
a California corporation

By: *Randall Graham*

Name: RANDALL GRAHAM

Title: President

THE WINE GROUP LLC,  
a Delaware limited liability company

By: The Wine Group, Inc., its Manager

By: *Richard M. Hovav*

Name: Richard M. Hovav

Title: CFO

STATE OF CALIFORNIA )

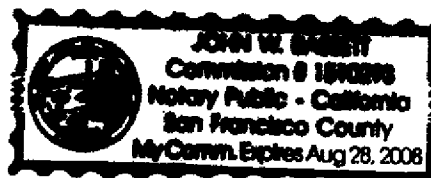
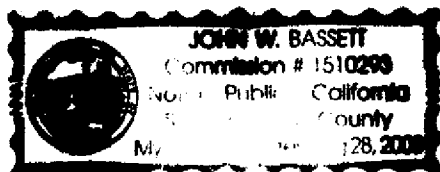
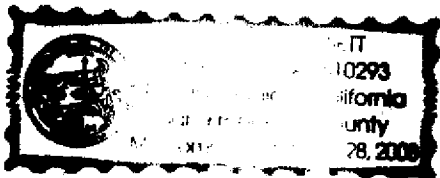
) ss.

CITY AND COUNTY OF SAN FRANCISCO )

On July 31, 2006 before me, JOHN W BASSETT, Notary Public, personally appeared RANDALL GRAHAM, proved to me on the basis of satisfactory evidence to be the person whose name is subscribed to the within instrument and acknowledged to me that he executed the same in his authorized capacity, and that by his signature on the instrument the person, or the entity upon behalf of which the person acted, executed the instrument.

Witness my hand and official seal.

*John W. Bassett*  
Signature of Notary Public



**EXHIBIT A**  
**TRADEMARKS**

<b>Mark</b>	<b>Date Registered</b>	<b>Registration Number/Serial Number</b>
Big House Red	2/1/2005	2922614
Big House White	12/21/2004	2912710
Cardinal Zin	4/16/2004	78-221464
Beastly Old Vines	2/24/2004	2817343