

07-19-2006



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TRADEMARKS ONLY

To the Director of the U. S. Patent and Trademark Office: Please record the attached documents or the new address(es) below.

92-1-1-1

1. Name of conveying party(ies)/Execution Date(s):

William Grant & Sons, Inc.

- Individual(s)
- General Partnership
- Corporation-State
- Other
- Association
- Limited Partnership

Citizenship (see guidelines) U.S.A.

Execution Date(s) July 5, 2006

Additional names of conveying parties attached? Yes No

3. Nature of conveyance:

- Assignment
- Security Agreement
- Other
- Merger
- Change of Name

2. Name and address of receiving party(ies)

Additional names, addresses, or citizenship attached? Yes No

Name: Quintessential, L.L.C.

Internal

Address:

Street Address: 870 Napa Valley Way, Suite A1

City: Napa

State: CA

Country: U.S.A. Zip: 97558

- Association Citizenship
- General Partnership Citizenship
- Limited Partnership Citizenship
- Corporation Citizenship
- Other company Citizenship limited liability U.S.A.

If assignee is not domiciled in the United States, a domestic representative designation is attached: Yes No
(Designations must be a separate document from assignment)

4. Application number(s) or registration number(s) and identification or description of the Trademark.

A. Trademark Application No.(s)

B. Trademark Registration No.(s)

2929293

Additional sheet(s) attached? Yes No

C. Identification or Description of Trademark(s) (and Filing Date if Application or Registration Number is unknown):

CASALNOVA

5. Name & address of party to whom correspondence concerning document should be mailed:

Name: Bernard W. Gerdelman

Internal Address: Paule, Camazine & Blumenthal, P.C.

Street Address: 165 N. Meramec Avenue
6th Floor

City: St. Louis

State: MO Zip: 63105

Phone Number: (314) 727-2266

Fax Number: (314) 727-2101

Email Address: bgerdelman@pcblawfirm.com

6. Total number of applications and registrations involved:

1

7. Total fee (37 CFR 2.6(b)(6) & 3.41) \$ 40.00

- Authorized to be charged by credit card
- Authorized to be charged to deposit account
- Enclosed

8. Payment Information:

a. Credit Card Last 4 Numbers _____
Expiration Date _____

b. Deposit Account Number _____

Authorized User Name _____

9. Signature:

Bernard W. Gerdelman
Signature

July 12, 2006
Date

Bernard W. Gerdelman

Total number of pages including cover sheet, attachments, and document:

07/18/2006 DBYRNE 00000199 2929293

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Documents ~~not~~ provided (including cover sheet) should be faxed to (703) 306-5995, or mailed to: Mail Stop Assignment Recordation Services, Director of the USPTO, P.O. Box 1450, Alexandria, VA 22313-1450

TRADEMARK ASSIGNMENT

WHEREAS, William Grant & Sons, Inc., a corporation duly organized under the laws of the State of New Jersey (hereinafter referred to as "Assignor") is the owner of the entire right, title and interest in and to those trademarks, all as more particularly identified on Exhibit A attached to this Assignment and made a part hereof (hereinafter known as the "Marks") which Assignor has used in interstate commerce in the United States and worldwide, together with the goodwill in connection with which the Marks is used; and

WHEREAS, Quintessential, L.L.C., a limited liability company duly organized under the laws of the State of California, (hereinafter referred to as "Assignee"), is desirous of acquiring the entire right, title and interest in and to the Marks, together with the goodwill in connection with which each of the Marks is used; and

WHEREAS, Assignor desires to transfer all its right, title and interest in and to the Marks together with the goodwill in connection with which each of the Marks is used.

NOW, THEREFORE, for One Dollar (\$1.00) and other good and valuable consideration, the receipt of which are hereby acknowledged, Assignor hereby sells, transfers and assigns to Assignee its entire right, title and interest in and to the Marks, together with the goodwill in connection with which each of the Marks is used, as well as all other registrations, renewals and extensions of registrations, if any, that are or may be secured by Assignee, its successors, assigns or other legal representatives, for Assignee's own use and enjoyment, and for the use and enjoyment of Assignee's successors, assigns or other legal representatives, as fully and entirely as the same would have been held and enjoyed by the Assignor if this Assignment had not been made, including, without limitation, all claims for damages by reason of past, present and future infringement or other unauthorized use of the Marks, with the right to sue for damages, and collect the same for Assignee's own use and enjoyment and for the use and enjoyment of its successors, assigns or other legal representatives.

Assignor hereby covenants and agrees that it will execute any and all instruments and documents reasonably necessary to aid the Assignee, its successors, legal representatives, and assigns, in the implementation and recordation of this Assignment.

This Assignment is effective as of July 5, 2006

IN WITNESS WHEREOF, Assignor has hereunto set its hand and seal.

William Grant & Sons, Inc.

By: [Signature]

Title: V.P. Marketing

STATE OF NEW JERSEY)
) SS.
COUNTY OF Middlesex)

On this 5th day of July, 2006, before me appeared Phil West, to me personally known, who, being by me duly sworn, did say that he is a Officer of William Grant & Sons, Inc., a New Jersey corporation and that said instrument was signed on behalf of said corporation, by authority of its Board of Directors; and said officers, in his capacity as stated above, acknowledged said instrument to be the free act and deed of William Grant & Sons, Inc.

IN WITNESS WHEREOF, I have hereunto set my hand and affixed my official seal at my office in the County and State aforesaid, the day and year first above written.

Nancy Alai
Notary Public

My commission expires:

NANCY ALAI
NOTARY PUBLIC
STATE OF NEW JERSEY
COMM. ID 2329295
MY COMMISSION EXPIRES MAY 19, 2010

Exhibit A
Assigned Marks

Any and all rights to the Trademark "Casalnova"

US Trademark Registration No. 2929293

Domain Name: Casalnova.com